PLANNING YOUR HOME

FOR BETTER LIVING...

Electrically

Contents

The One Decision Which Leads to Many More . . . . . Page 5

Planning Your Kitchen—Electrically . . . . . Page 6

Planning Your Laundry—Electrically . . . . . Page 24

Planning Your Bedroom—Electrically . . . . . Page 34

Planning Your Bathroom—Electrically . . . . . Page 40

Planning Your Living Room—Electrically . . . . . Page 43

Planning Your Basement—Electrically . . . . . Page 46

Planning Your Garage—Electrically . . . . . Page 48

Planning Exterior Lighting . . . . . Page 49

Heating Your Electric Home . . . . . Page 50

Air Conditioning Your Electric Home . . . . . Page 51

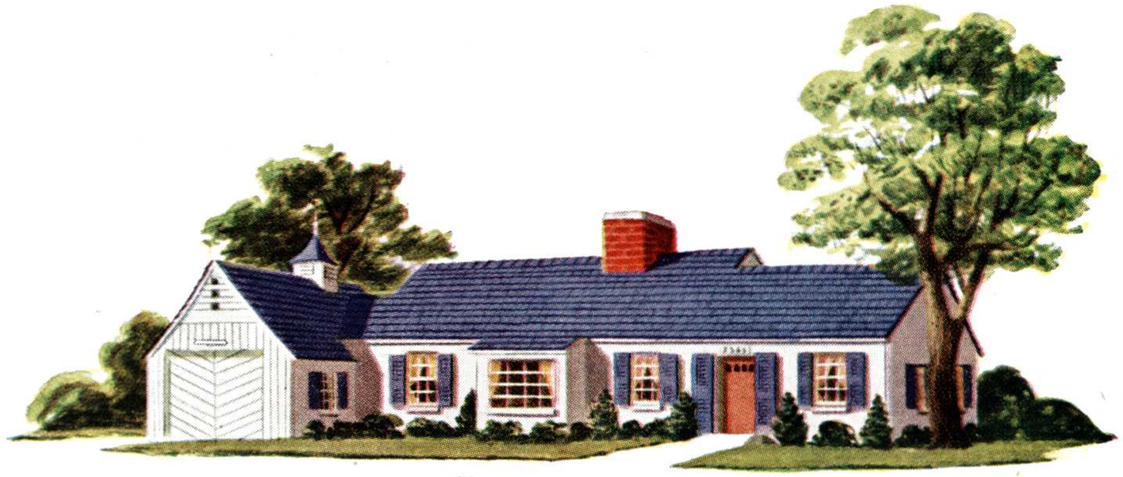
Bring the Sun Indoors . . . . . Page 52

And the Most Important Part of Your Planning—
An Adequate Wiring System . . . . . Page 54

What About Costs? . . . . . Page 58

And to Help You Make 1000 and 1 Other Decisions . . . . . Page 62

Copyright 1946 by General Electric Company, Bridgeport, Connecticut



Planning Your Home For Better Living . . . Electrically

PUBLISHED BY... HOME BUREAU, GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONNECTICUT

A helpful book of information for all those who are planning to build a home, buy a home, or modernize a home.

GENERAL ELECTRIC

The One Decision

Which Leads to Many More . . .

In your entire life there is probably no one expenditure which requires so many decisions on your part as the major decision to buy, build, or remodel a home.

At the same time, no other expenditure can mean so much to you in terms of everyday happiness, health, convenience, and comfort.

If you are thoughtful, foresighted, and well-informed, your home can be a joy to live in for many years to come.

If you are not, you may live in daily disappointment, and with the constantly recurring thought: "If we had only known . . ."

The responsibility is yours. The decisions—decisions about site, architecture, design, construction, plumbing, heating, wiring, home equipment — are ultimately *yours* to make.

And it should be your home, suited to your family. It should be carefully planned *from the inside out.* The exterior can be whatever you want, but remember that you will live inside the home — and all planning should start from there.

You need sound information about every phase of the job. For this reason, the General Electric Company has prepared this book for you on what is probably the most important aspect of your future home—the full and proper use of electricity.

Whether you are planning a rural or an urban home—whether it is to cost you $3500 or $35,000—you should realize what electricity can mean to you in freedom from housework and care, in healthful living, in glorious comfort—and in the economical operation of the home.

You should realize what proper electrical equipment means in terms of keeping a home up-to-date—in increased market value in years to come.

And you should realize that these benefits should be *planned for* when the home is planned.

Some of your electric servants—such as automatic heating and air conditioning—must be part of the very basic planning of your home, affecting both design and construction.

But it will cost you less to provide for and "build in" *all* of your electrical equipment when building or modernizing your home. And, by planning in conjunction with your home wiring and construction, you will receive more efficient and economical service from them.

Obviously, you cannot make your decisions about this all-important part of your home unless you have complete information about all of the many electrical wonders available or "in prospect."

We have prepared a room-by-room tour of your electric home of the future—to open your eyes to a new and better kind of living. And, at the end of this tour, you will have acquired the information you need for planning and obtaining the wonders you have been dreaming about for your home.

Planning Your Kitchen . . . Electrically

Your kitchen should be a long-term investment in good living.

It is here that most of the tasks of operating the home will fall. It is here that the housewife will spend most of her work time.

If you are building or modernizing, no room calls for more careful planning. If you are buying, no room calls for more careful analysis and consideration.

Your kitchen will be basically a workroom—and should be planned to simplify kitchen duties and shorten kitchen hours. Its size should be dependent upon the size of your family and the amount of entertaining you do. The actual placing of equipment should be determined by the planning rules on the pages which follow.

And you will want your kitchen to be a beautiful room—a pleasant, happy room for working hours—one which you will be proud to show to your friends. You will find that modern electrical equipment is not only beautiful in itself, but will lend itself perfectly to whatever decorative scheme you want.

All home planners want to have a modern electric kitchen. But the commonest pitfall of all is to accept any beautiful, compact kitchen equipped with an electric range and an electric refrigerator, as an electric kitchen.

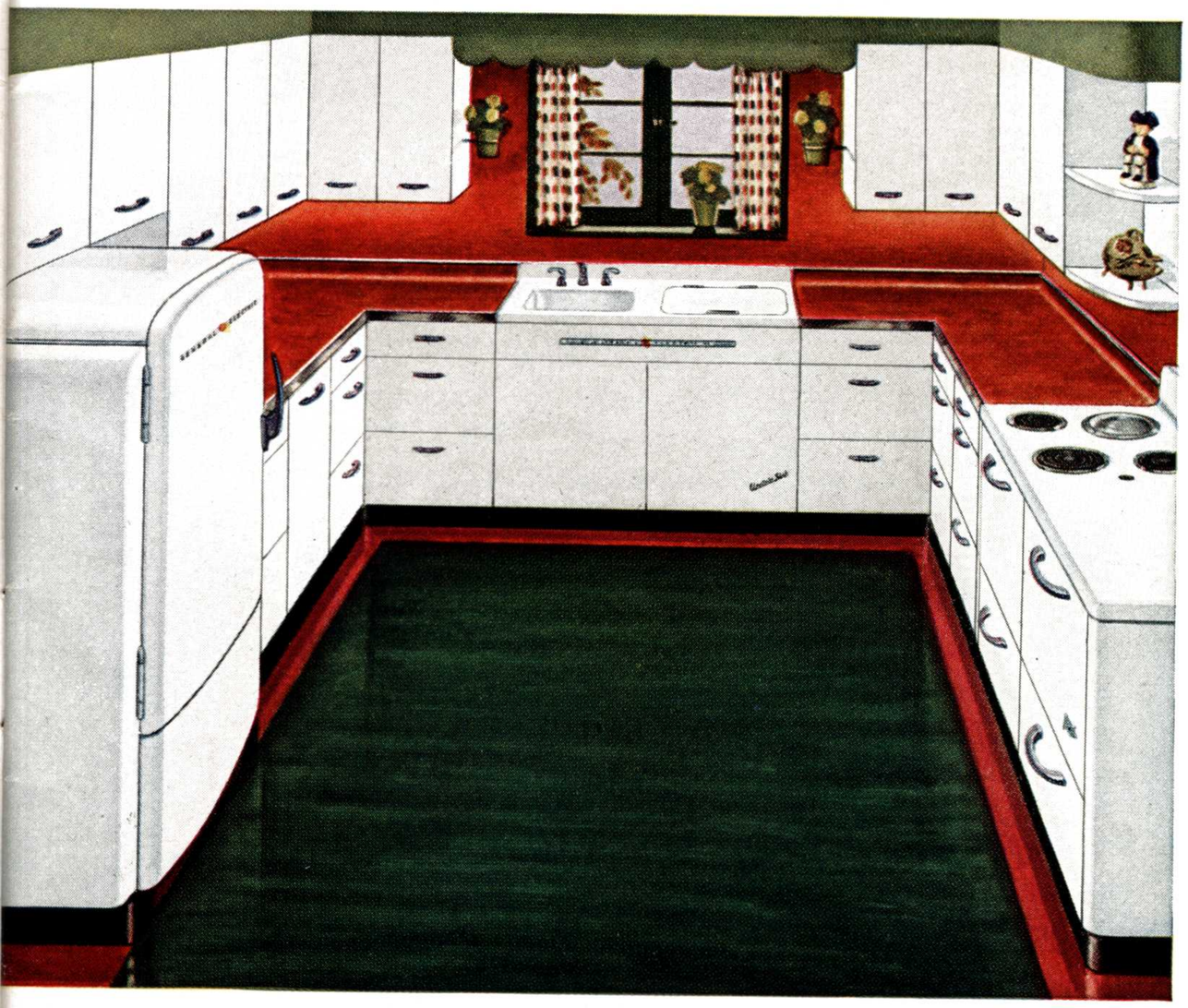
Each of the two kitchens illustrated opposite appears modern and efficient. You might be proud to have either of them in your new home. But appearances are not the only test of an electric kitchen.

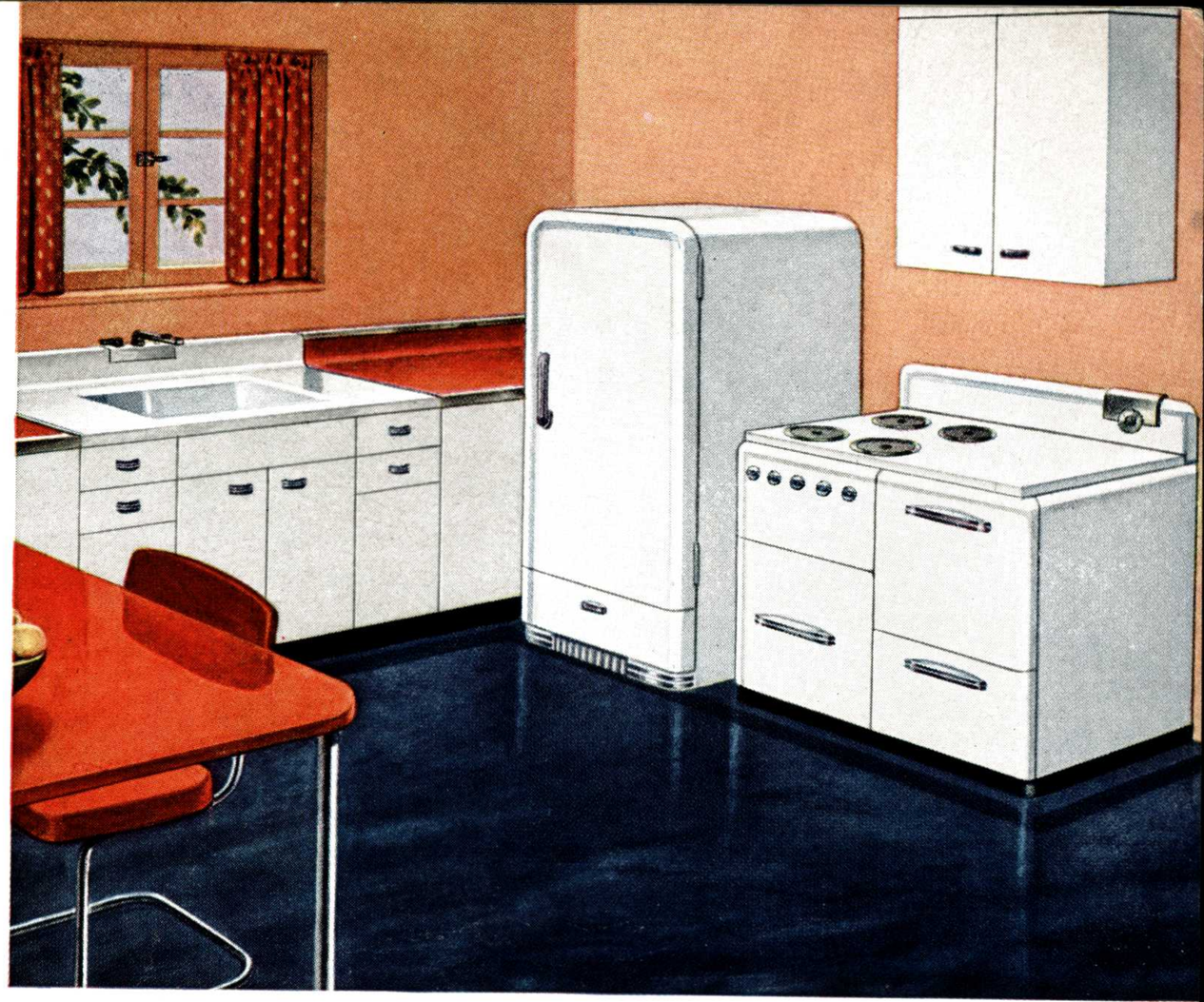
The kitchen illustrated at the top is planned in such a manner that many extra miles of steps would result each year—and would needlessly complicate the serving of thousands of meals. Although it does contain an electric refrigerator and an electric range—close inspection will reveal that this kitchen is really inadequate to meet the needs of your family.

The absence of an automatic dishwasher and Disposall means long hours of tedious, old-fashioned dishwashing, and primitive, unsanitary garbage disposal. Countless other points—indispensable to good living—are unanswered when judgment is made by appearances alone.

The real electric kitchen is designed for use. It is a room in which electricity takes over the unpleasant tasks of housekeeping. It is a room carefully planned to save your time and energy.

And the electric kitchen is a flexible idea—adaptable to any size or location and to *your* family and *your* budget.





The above is *not* an electric kitchen—despite its handsome, modern appearance. It is so inexpertly designed as to mean endless inconvenience, and so inadequately equipped as to mean continual extra household work. It would be of little more value than an obviously old-fashioned kitchen.

DON'T BE FOOLED BY APPEARANCES

This *is* an electric kitchen. Although it varies little in appearance from the room illustrated above, it has been designed on simple, sound principles, and equipped with the latest in modern, labor-saving appliances. It is a step-saving room in which it would be a genuine pleasure to live and work.

The Electric Kitchen

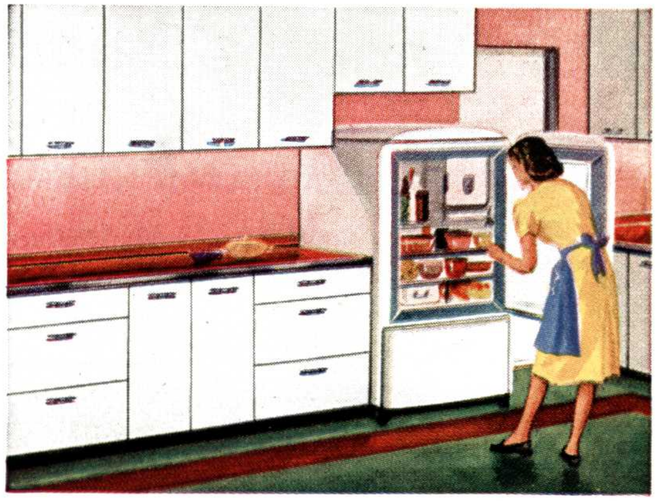
Today's kitchen—scientifically designed—and truly livable.

Storage for both fresh and frozen foods is amply provided by the electric refrigerator.

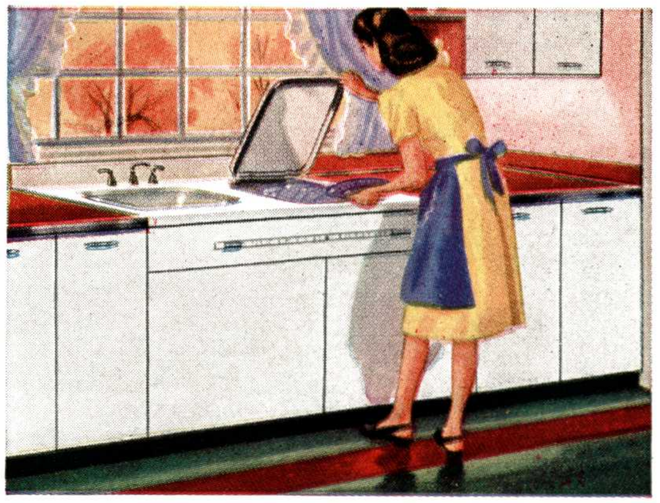
Cooking with the new electric range is completely automatic. Put your entire meal in the oven, set the controls for dinnertime—and go out for the afternoon.

The electric sink—which combines the automatic dishwasher and the Disposall into one appliance—makes cleaning up a pleasure.

And all of the equipment has been organized for maximum convenience — to conserve your energy and speed your work.



REFRIGERATOR . . . or Food Storage Center. The electric refrigerator provides storage space for fresh and frozen foods. Cabinets, lighted, store staples and canned goods, and provide work surfaces. The Refrigerator Center should be adjacent to the outside door where deliveries are made.



SINK . . . or Dishwashing Center. The Electric Sink provides for automatic dishwashing and the disposal of all food wastes. Cabinets provide storage for dishes. Plentiful hot water is assured by the automatic electric water heater, which may be located in the basement or laundry. The Sink Center should be located between the other work centers.

THE COMPLETE ELECTRIC KITCHEN IS DESIGNED AROUND

"Work Centers"

RANGE . . . or Cooking Center. The automatic electric range provides speed cooking, combined with cleanliness and safety. Lighted cabinets provide storage for utensils, and work surfaces for food preparation and the use of small appliances. The Range Center should be adjacent to the dining room entrance to shorten serving distances.

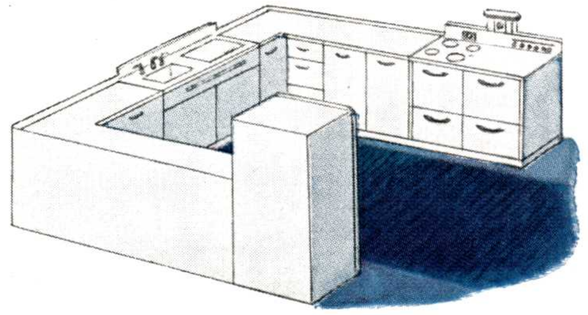
* * *

If your electric kitchen is planned about these three basic work centers, its size or shape will not affect its working efficiency. Additional centers may be included — a "Planning Center" or an "Eating Center," for example—to provide for any additional activities which you may wish in your kitchen.

It Can Be Any One of Four Basic Designs . .

THE U-SHAPED KITCHEN

. . . is an ideal arrangement. It offers excellent relationship of the three major work centers.

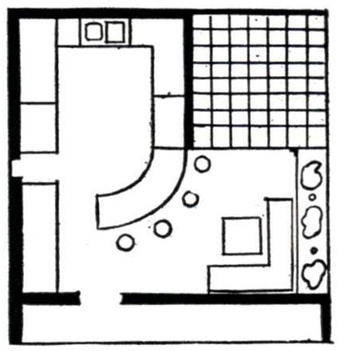


This lovely room clearly illustrates the many advantages of the U-shaped kitchen design—good spacing of work centers, plenty of work surface, and room for extra storage cabinets or appliances.

It is a spacious room—organized for step-saving.

The curved counter adjoining the electric range makes a convenient extra work surface—but as can be seen in the floor plan, it also serves as an Eating Center for quick meals or snacks, and as an excellent serving counter between the kitchen and the dining space. Children, especially, like this center.

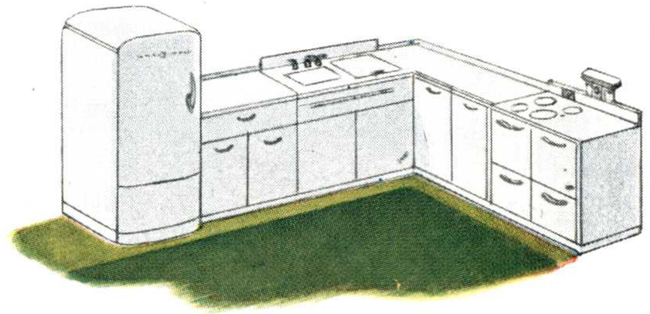
This is a handsome and efficient workroom, one which will remain cool and clean.



U-Shaped, L-Shaped, Two-Wall, or One-Wall

THE L-SHAPED KITCHEN

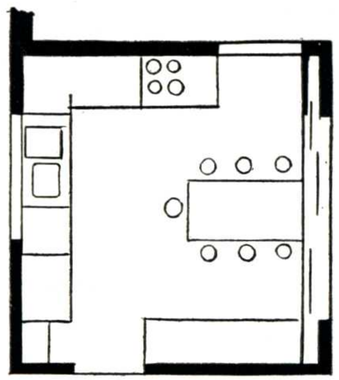
. . . requires two adjoining unbroken walls. It lends itself well to the addition of a breakfast nook or Planning Center.

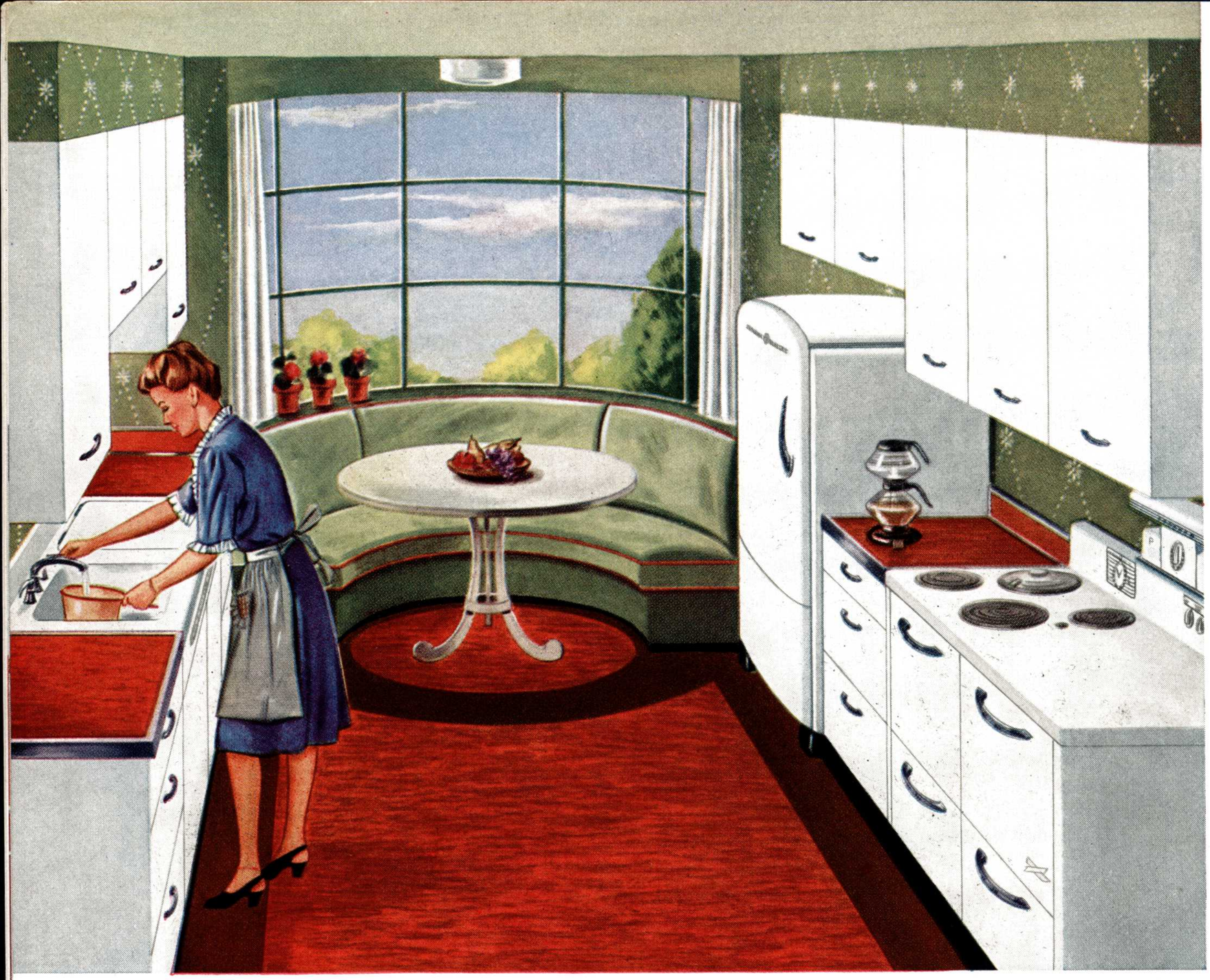


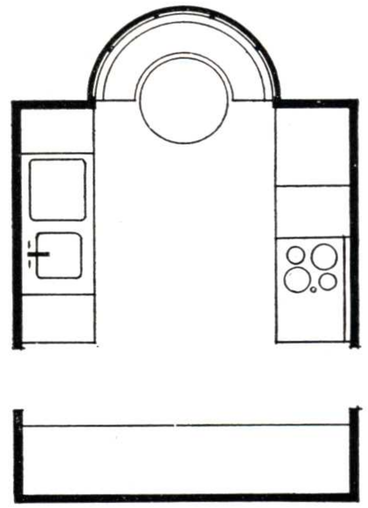
This beautiful kitchen is a charming example of the L-shaped design.

It is an ideal kitchen for the average family. The work centers are well related for time-saving meal preparation. This kitchen has ample work surfaces and sufficient storage cabinet space to keep all utensils and dishes near to the point of use. Yet the room as a whole is compact and convenient.

The table, set against the clear wall, serves as an Eating Center. However, this space could as easily be used for a planning desk with recipe files and a telephone extension—a special place to conduct the business of housekeeping.

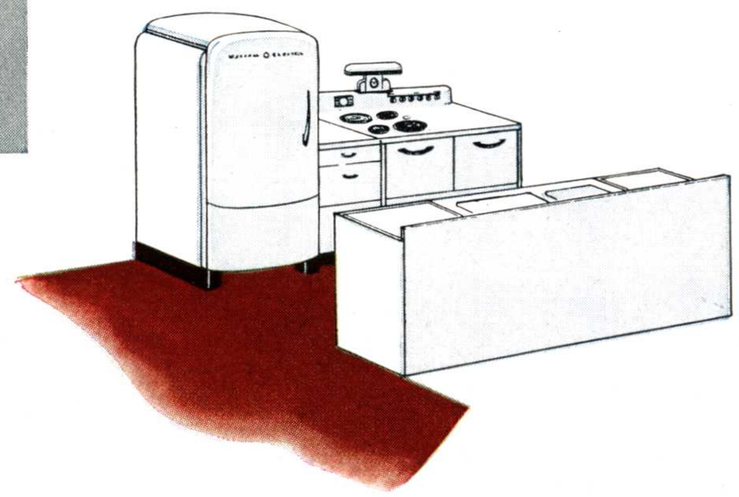






THE 2-WALL KITCHEN

. . . places the work centers in a simplified, corridor-type arrangement for good working efficiency.

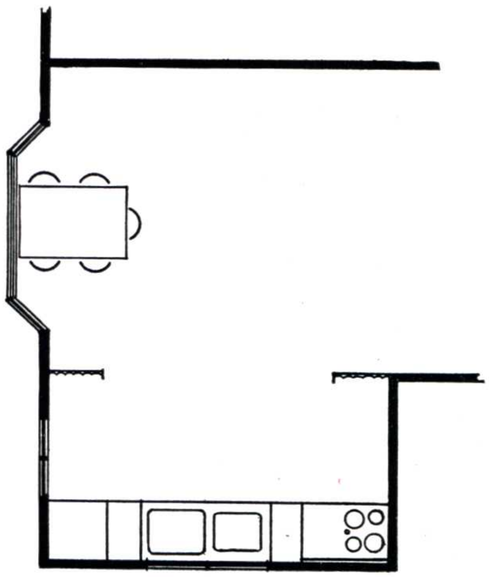


This pleasant room demonstrates the convenient simplicity of the 2-wall kitchen.

The electric sink, flanked by handy work surfaces, is centrally located opposite the other two work centers, speeding all kitchen operations. The work surface between the electric range and the refrigerator serves both of these centers.

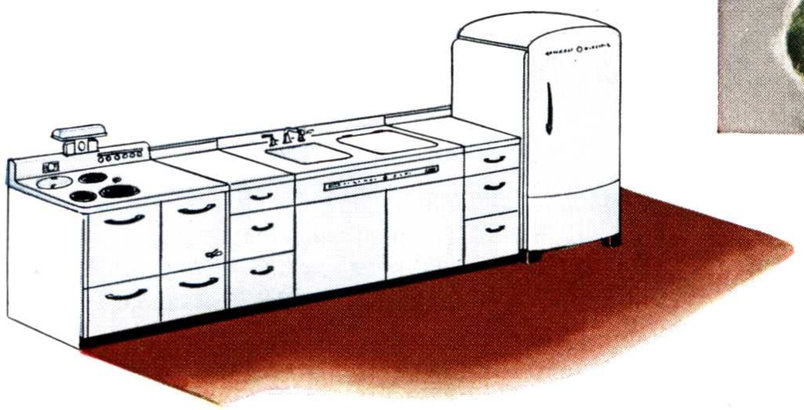
The floor plan indicates how compactly the equipment has been organized so that the room itself demands minimum floor space.

The interesting window treatment offers good daytime lighting and a pleasant location for an Eating Center—convenient for quick breakfasts —attractive enough for small dinners.



THE 1-WALL KITCHEN

. . . is the most simplified layout, permitting a smooth, continuous, assembly-line flow of work.



This kitchen is typical of the compact, 1-wall design which is especially suitable for the small home or apartment.

The arrangement of equipment is the simplest possible. The electric sink has been placed between the range and refrigerator, with intervening work surfaces to serve each center jointly.

Despite the use of minimum equipment and complete simplicity of arrangement, this electric kitchen is *complete* with finest appliances, and is carefully designed for an easy work flow.

If yours is a small family and the 1-wall kitchen will satisfy your needs, it can be planned to occupy a very small part of your living space.

These Major Appliances Are the Heart of Your Electric Kitchen

THE G-E ELECTRIC SINK — the new appliance combining the G-E Automatic Dishwasher and the G-E Disposall into a single unit. The dishwasher will wash all of your dishes and pots at the touch of a switch, drying them in their own heat—in a jiffy. The Disposall will wash away all of your food wastes—including bones, corn husks, fruit rinds—before they become garbage. Either the automatic dishwasher or the Disposall may be purchased separately.

THE G-E ELECTRIC RANGE—features "Speed Cooking"—a new kind of electric cooking—thanks to the G-E Calrod unit. It's fast, clean, economical, and has an unsurpassed service record. Tel-A-Cook lights tell at a glance what units are On, and at what heat. Automatic Oven Timer minds your entire meal until dinner time. The Tripl-Oven, the No-Stain Oven Vent, and many other features assure genuine cooking pleasure.

THE G-E ELECTRIC REFRIGERATOR—with the dependable, "sealed-in-steel" refrigerating unit that was pioneered by G-E. Available in models from 6 to 10 cubic feet. The new 10-cubic foot model will accommodate as much as 54 pounds of frozen foods, in addition to ample storage space for fresh foods. Assurance of years of dependable service—plus many conveniences to preserve precious food values and flavors.

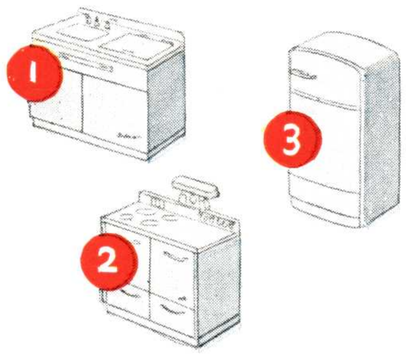
THE G-E HOME FREEZER—the freezer with the same "sealed-in-steel" refrigerating unit which has made the G-E Refrigerator famous for reliability, economy, and low maintenance cost. Its well-insulated, all-steel cabinet will keep delicacies summer-fresh the year 'round. Zero storage for as much as 140 pounds of frozen foods.

THE G-E AUTOMATIC WATER HEATER is designed from top to bottom for a long and useful life. The G-E Calrod heating unit provides the maximum amount of hot water, in the shortest possible time, at the lowest cost. Available in table-top model to fit your cabinet arrangement, if you prefer your water heater in the kitchen.

G-E STORAGE CABINETS— Your kitchen will be planned about your appliances—and will become a workable unit with the installation of modern storage cabinets. G-E cabinets are precision-manufactured of steel, styled with durable beauty to match your major appliances. Base cabinets are linoleum-topped and trimmed with stainless steel . . . or may be adapted to any work surface you desire. Recessed toe space, easy-sliding drawers. Under-surface of wall cabinets can have built-in outlets and lights for illumination of work surfaces, and the interior can be equipped with automatic lights. You can plan your kitchen from a wide assortment of cabinets for every storage need.

How You Can Afford An Electric Kitchen

THROUGH STEP-BY-STEP MODERNIZATION



If you are planning to remodel your home—no room is of greater importance than the kitchen. And for your kitchen you can work out a plan of modernization exactly suited to your own needs and scheduled to your own pocketbook.

By planning each of the work centers separately, you can completely redesign your old kitchen and transform it by easy budgeted steps to a new all-electric kitchen.

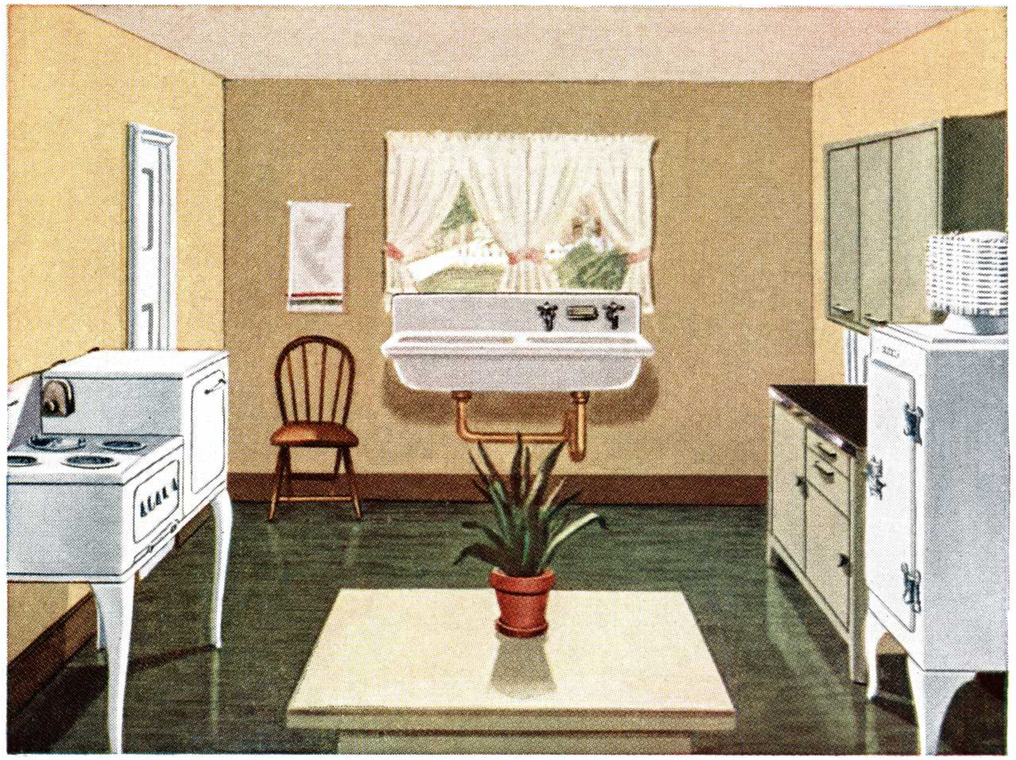
New, fully equipped centers—both appliances and cabinets—may be installed as units, one at a time. Each step will add to both the utility and the beauty of your kitchen. And in the meantime, you can continue to use all of your present appliances in the other centers until the time comes when you are ready to complete them.

The step-by-step method will enable you to spread costs over whatever period you find suitable, and from the beginning your new kitchen can be helping to pay for itself through greatly reduced operating expenses.

When you have finished, you will have an up-to-the-minute, all-electric kitchen with the finest of appliances for every kitchen task—a room in which it will actually be fun to work and which you will be proud to have your friends see.

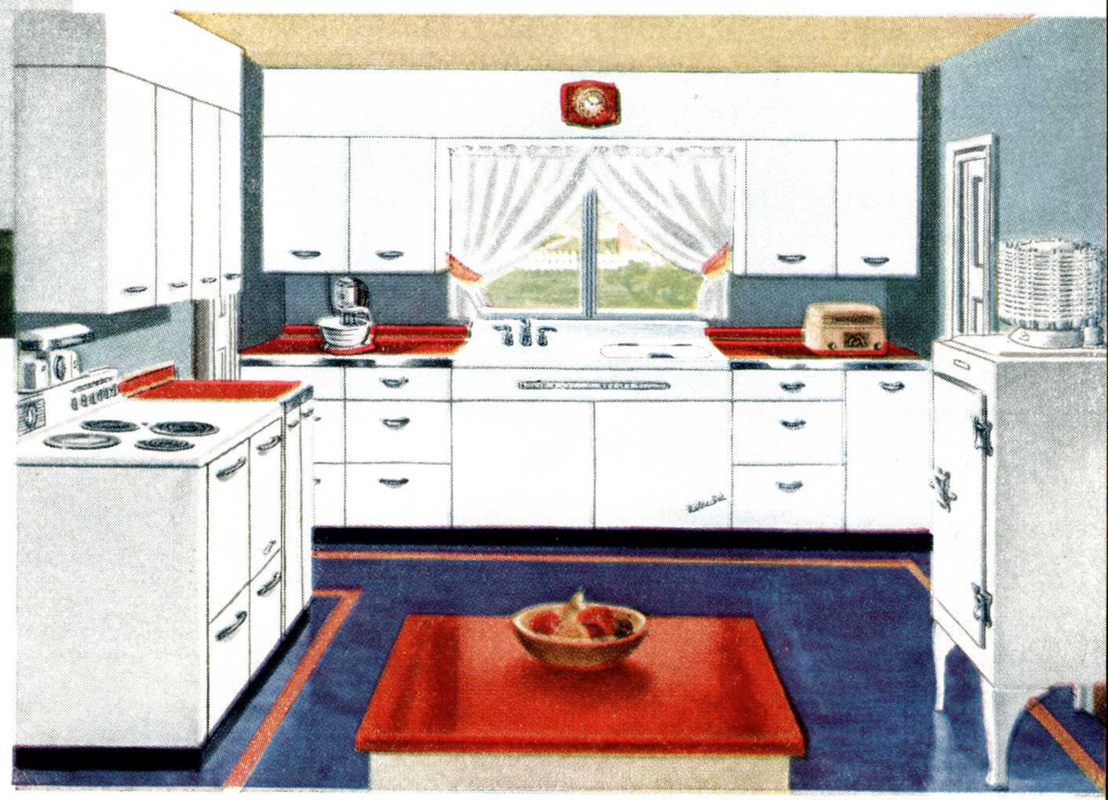
Make up your own plan. Begin with the Cooking Center, Food Storage Center, or Dishwashing Center—whichever you want first. If you already have a modern refrigerator, range, or sink in your kitchen—you can retain it, and plan and build your new all-electric kitchen around it.

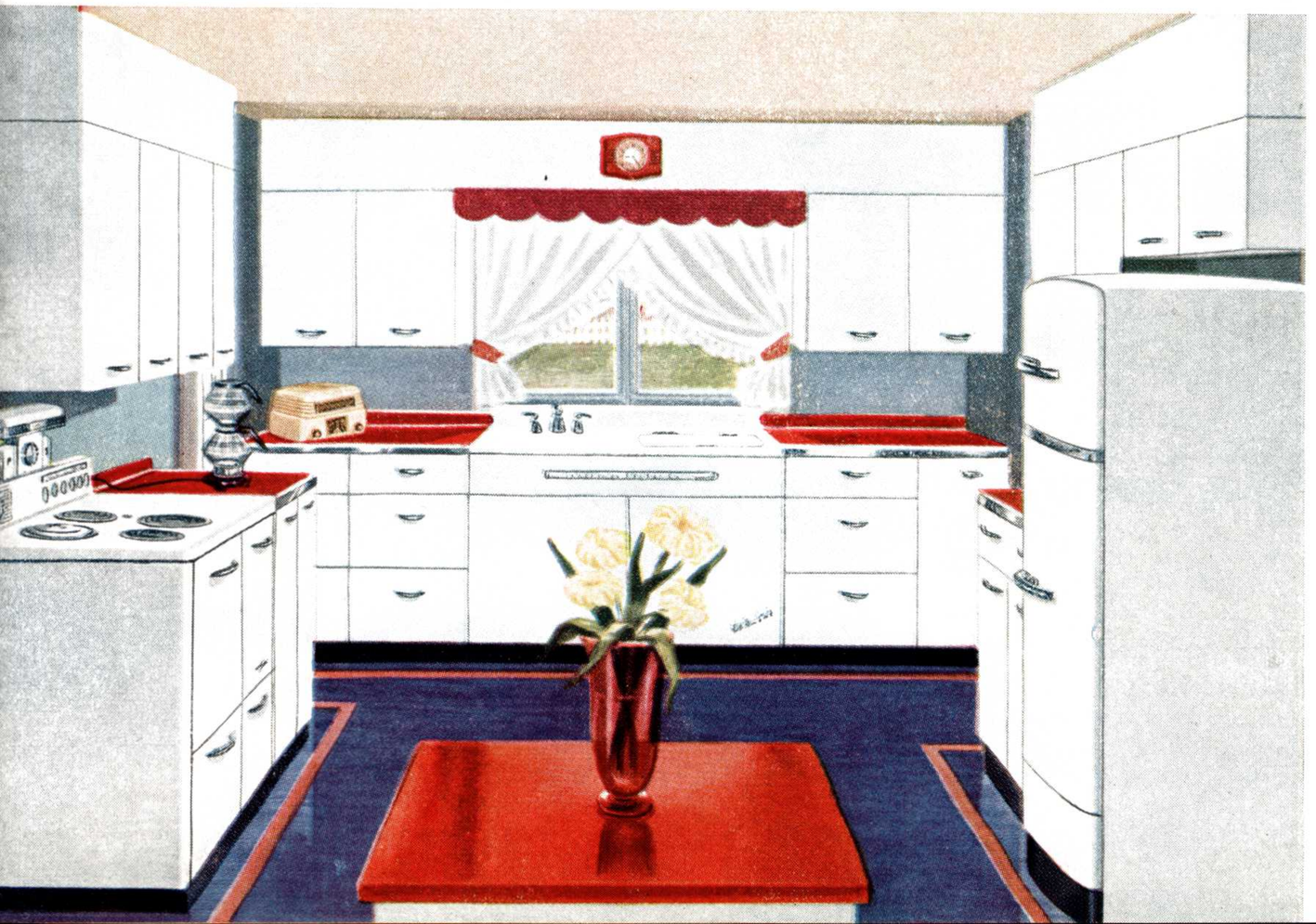
If you have any questions concerning either the planning or the installation of your step-by-step kitchen, look up your local G-E retailer in your classified telephone directory, and stop in and see him. He will be glad to advise you as to the sizes and prices of equipment—to demonstrate the appliances suited to your particular needs, and to discuss terms suited to your pocketbook.



TODAY . . . You can find the counterpart of this kitchen in thousands of homes. It is old-fashioned and inefficient. The refrigerator and the range are well placed in relation to the sink, but the room lacks proper work surfaces and adequate storage space. It is a cheerless, tiring workroom. But watch how, in three simple steps, it can be transformed into an up-to-date, all-electric kitchen.

ONE . . . An Electric Sink, equipped with automatic dishwasher and Disposall, together with suitable storage cabinets, has replaced the old sink with a minimum of plumbing changes and remodeling problems. This one change has erased most of the drudgery from the room.





TWO . . . An automatic electric range, together with storage cabinets to constitute a new Cooking Center, has replaced the old-fashioned range. No other changes have been made but, through the addition of automatic speed cooking, the kitchen has been transformed in efficiency as well as appearance.

THREE . . . Your new electric kitchen is completed with the installation of the Refrigerator Center for handy and economical food storage. No other changes have been made. Three simple, budgeted steps, with a minimum of fuss and bother, have created a room for better working—and better living. Of course, better lighting has been provided with each of the three important centers.

Proper Planning Recognizes the Importance of Lighting

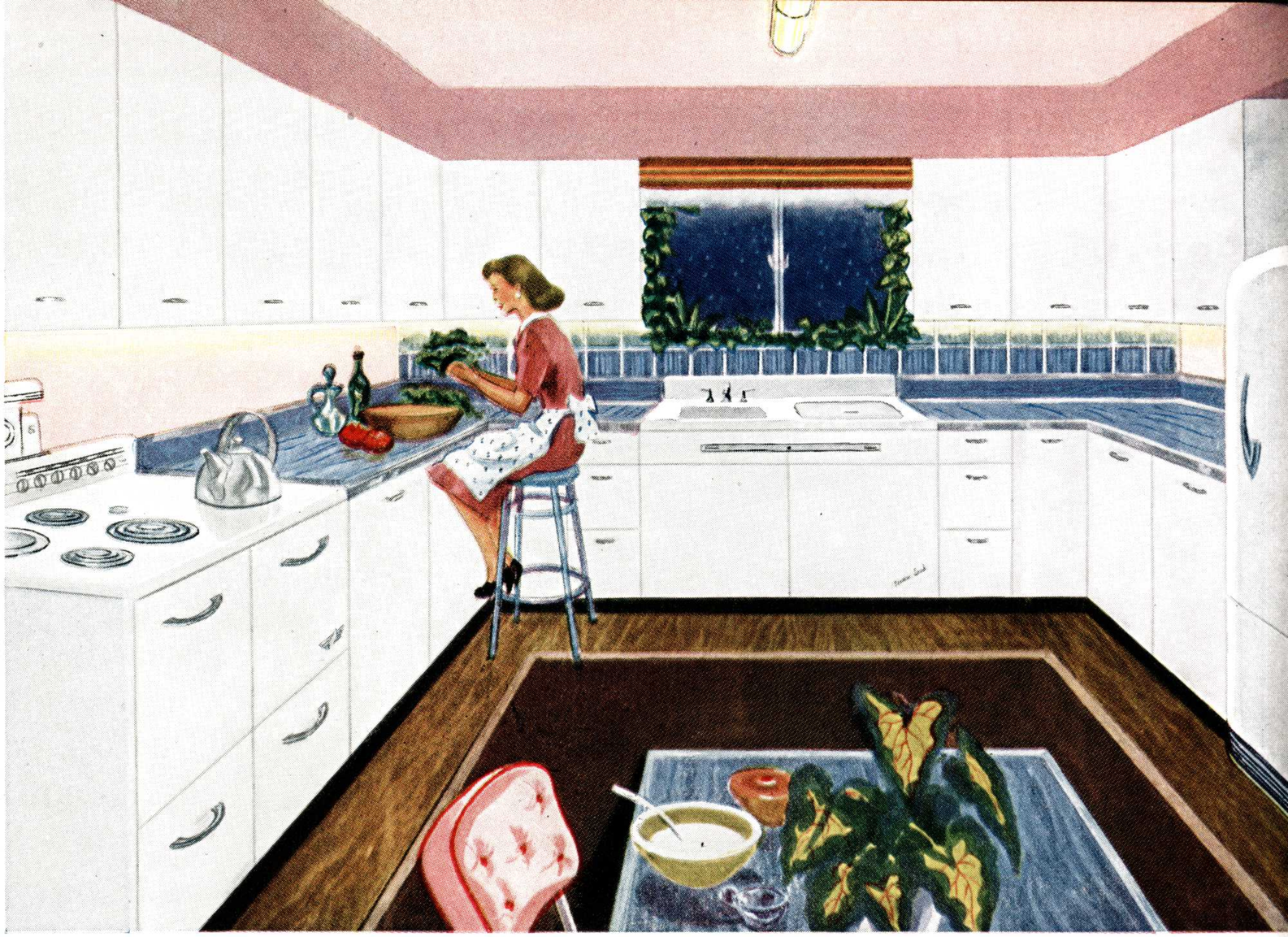
Good lighting means more than a cheerful room. It means the end of eyestrain and fatigue. It means increased working efficiency.

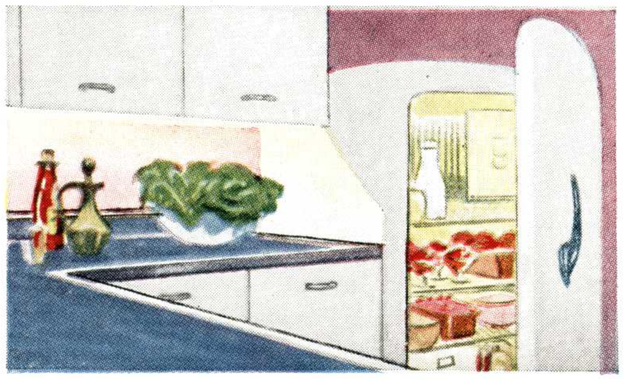
The principles of good lighting are simple. You want enough light—in the right places—without glare or sharp contrasts.

Fluorescent lamps are a distinct advance in lighting technique. They offer an opportunity to obtain improved light, in much greater quantity, with less glare and less heat.

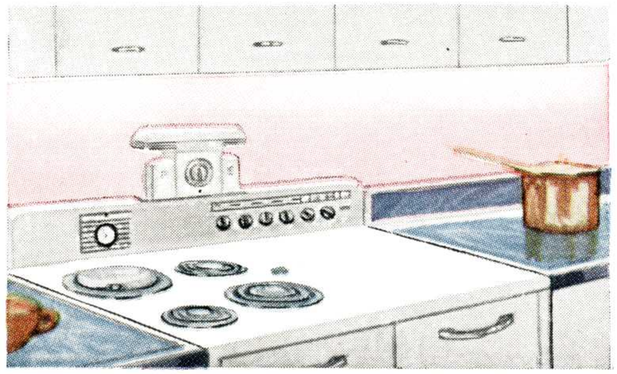
Remember that an important part of all proper lighting is adequate and well-located switches.

In the kitchen illustrated, full advantage has been taken of properly planned, modern lighting. In addition to the central overhead, fluorescent fixture, special lighting has been provided at each of the work centers.





THE REFRIGERATOR CENTER work surface is lighted by a fluorescent lamp beneath the overhead cabinets. The refrigerator itself is equipped with an automatic interior light.



THE RANGE CENTER is lighted by fluorescent lamps beneath overhead cabinets. In addition, there is the built-in range lamp, and an automatic interior light in the range oven.

THE SINK CENTER is lighted by a fluorescent lamp above the window, shaded by a translucent plastic. Cabinets in all three work centers are equipped with automatic interior lights.

Proper Planning Gives You An Outlet for Every Appliance

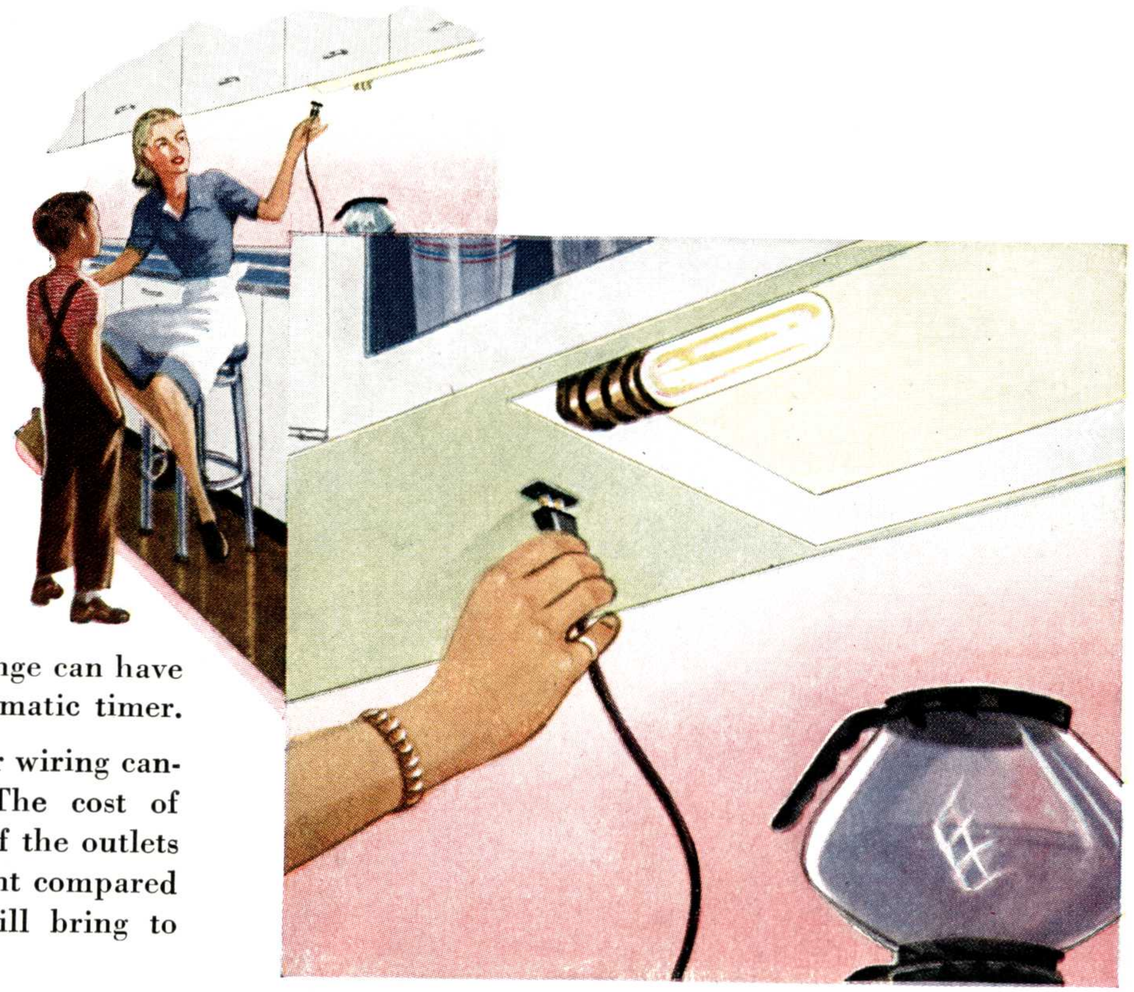
Your kitchen planning must provide properly located outlets for each major appliance.

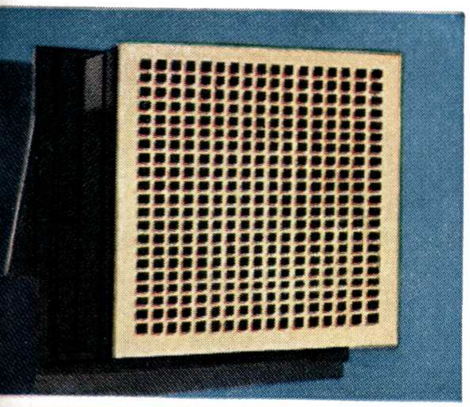
But proper planning must also provide a convenient outlet for each portable appliance you plan to use now—or in the future.

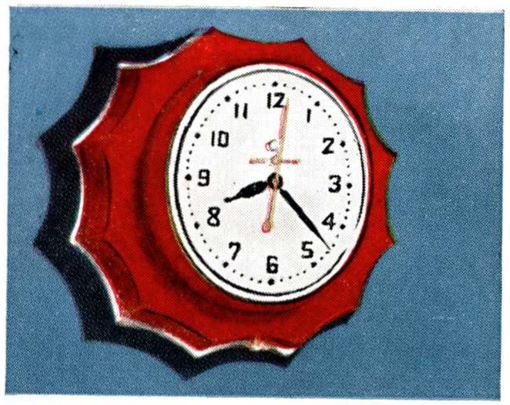
There are many small appliances to ease your kitchen tasks—the automatic roaster, mixer, electric coffee maker or percolator, automatic toaster, waffle iron, grill, and clock. List those you will want in your kitchen—and plan outlets for them. The use of "double taps" for plugging two or more appliances into a single outlet is not only inconvenient, but will make all of your appliances work more slowly.

Your overhead wall cabinets can be equipped with built-in outlets on the under surface. Your range can have an outlet timed by an automatic timer.

The importance of proper wiring cannot be overemphasized. The cost of good wiring, including all of the outlets you will need, is insignificant compared with the convenience it will bring to your electric kitchen.







Proper Planning Provides for Important "Extras"

When planning your kitchen, you should be certain to include all of the features which will make this room a true *all*-electric kitchen.

A built-in ventilating fan will silently renew kitchen air many hundred times each day, keeping the room clean and fresh. A handsome and dependable electric wall clock will not run fast or slow. Without winding or regulating, it will continue to give you split-second accuracy for years.

An electric timer, in addition to the range timer, will bring automatic operation to all appliances. Just set the simple controls—and it will turn current ON and OFF. A small radio is indispensable to a livable kitchen. It will bring pleasant diversion to your working time.

Kitchen Fashion

Your Electric Kitchen Can Be

Decorated to Your Individual Taste

Your home should express *your* personality.

Your kitchen, as well as the other rooms of your home, should be designed not only for comfort and efficiency, but should also be decorated for the charm of personal living.

Not only will your electric kitchen contain the finest in modern equipment, and be planned as an effective workroom—but it can be individualized to your taste as beautifully as any room in the home.

Here are four examples of the decorative possibilities offered by rooms with an identical arrangement of equipment. Each is authentically designed; each would be moderate in cost. These four rooms represent only a small fraction of period design possibilities. Let your own imagination construct the fashion you would like to follow.

The English Kitchen

Leaded glass windows, beamed ceiling, and spacious dignity key this room to the sturdy character of the Early English manor house.

It is a restful kitchen, combining traditional design with the simplicity of modern equipment.

The Early American Kitchen

Here is a kitchen ideally suited to the widely popular Early American home.

Wood-paneled walls, casement windows, and touches of authentic folk design result in a charming room. The breakfast bar helps speed breakfasts and is ideal for midnight snacks.

The Cape Cod Kitchen

If you prefer Cape Cod architecture, here is an example of a kitchen borrowing its striking theme from the fishing villages of New England.

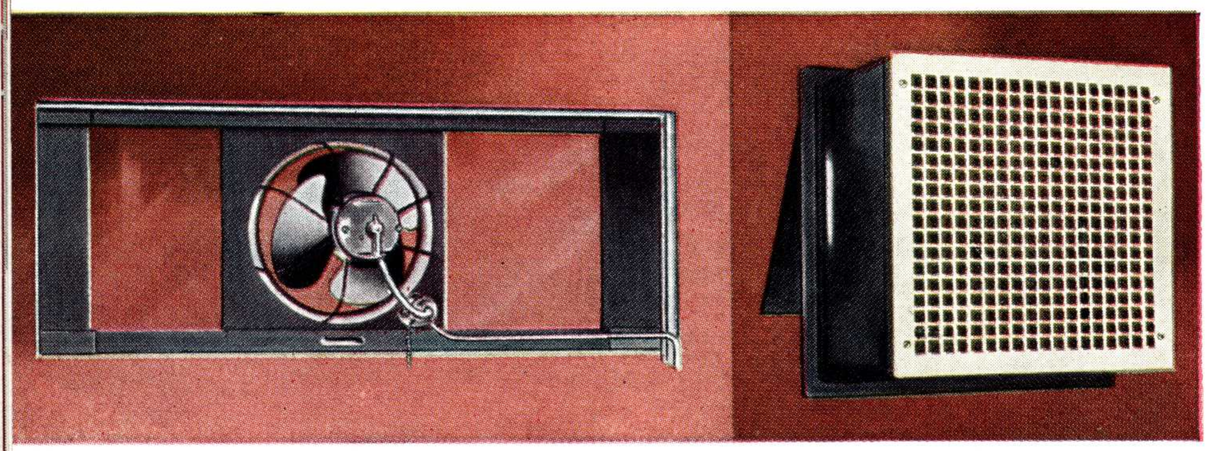
Here the decorative and the practical are skillfully combined into an exciting, yet cozy and comfortable room.

The Ranch House Kitchen

Rough timbers capture the rugged qualities of the Southwest for a distinctive, imaginative room which still retains a casual and comfortable air—a dramatic demonstration that your kitchen can be one of the most charming rooms of your new home.

A Host of Conveniences to Complete Your Electric Kitchen

G-E AUTOMATIC ROASTERS—are almost portable electric ranges. Will roast, bake, pan-broil, fry, broil, and steam all kinds of foods. Will cook your complete meal at one time. Automatic temperature control from 150 to 500 degrees. Accommodates a 20-pound turkey or 18 quarts of liquid.



G-E VENTILATING FANS for airy, pleasant kitchens. Available in wall or window models—equipped with G-E "Quiet Blades." The wall fan is concealed by a handsome grill. Outside door opens and closes automatically. Window fans are adjustable to all ordinary window widths. and have glass inserts to prevent light blockage.

G-E ELECTRIC PERCOLATORS for perfect, full-flavored coffee. Distinctively styled. Various models—all with long-life heating units, cool Textolite handles, and other features.

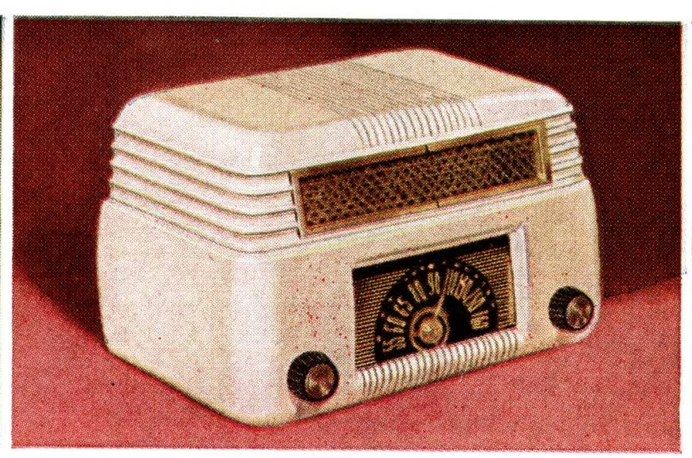
G-E ELECTRIC GRILLS are versatile kitchen helpers. Will grill, fry, toast bread, sandwiches, or English muffins. Interchangeable grids for waffle making. Smartly designed.

THE G-E PORTABLE MIXER takes over many tasks—speeds kitchen work. Exclusive three-beater construction assures thorough and uniform mixing. Built-in light. Supplied with easily attachable juice extractor. Accessories available for many household tasks.

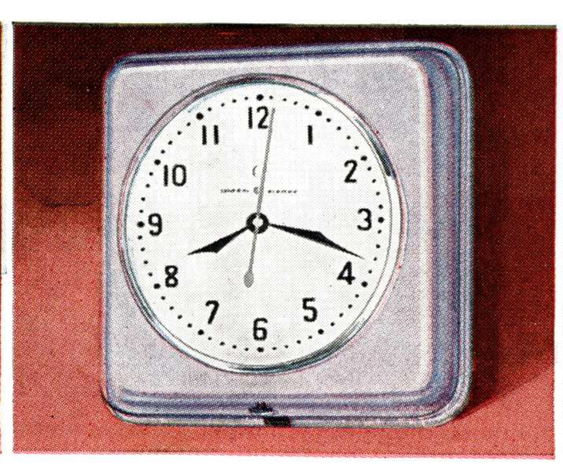
THE G-E AUTOMATIC COFFEE MAKER is the *only* completely automatic glass coffee maker. No more guess work. Simply put in the ingredients—and push a little button. Shuts itself off—but keeps the coffee piping-hot until you are ready for it.

THE G-E AUTOMATIC TOASTER will serve every slice just the way you want it. You simply put the bread in and set a knob. Pops it up—or keeps it warm—light, medium, or dark—*exactly* as you ordered it. Exclusive crumb tray snaps in and out—a breeze to clean.

G-E ELECTRIC WAFFLE IRONS for tasty, golden-brown waffles. End guessing—signal light tells when to pour batter, and when waffle is done. Expanding hinge assures even thickness.



THE G-E RADIO with the outstanding tonal quality for which all G-E electronic instruments are famous. Many models to harmonize with your electric kitchen.



G-E KITCHEN CLOCKS to time your kitchen duties. They are *electrically* accurate—regulated by your power company. Self-starting—and never a thought of winding, regulating, or oiling. Beautifully styled, smartly designed, in a range of brilliant colors to match any kitchen decorative scheme.

Planning Your Laundry . .

Traditionally, the home laundry has been a drab, damp basement room—reflecting the days of the wash boiler and the washboard—when family laundry meant two full days of hot, tiring work each week.

But today automatic electrical equipment has brought about a great change in the character of the home laundry, and has shortened washday to a few hours of light, pleasant work.

Your new laundry will be an all-electric laundry—as cheerful and as charming as any room in your home.

Your new laundry appliances will be truly remarkable. The automatic washer will only require that you put the clothing in the machine and set the controls. It will do all of the rest of the job itself—unwatched—washing, rinsing, and damp-drying the clothing —and even cleaning itself out. Almost magical automatic electric dryers and ironers will also help to whisk away washday labor and washday problems.

The entire laundry routine—washing, drying, ironing—until you put away the clean, sweet-smelling linens and the bright, crisply starched clothes—can be an actual pleasure in the all-electric laundry.

And yet all of these wonders will be true domestic economies rather than luxuries.

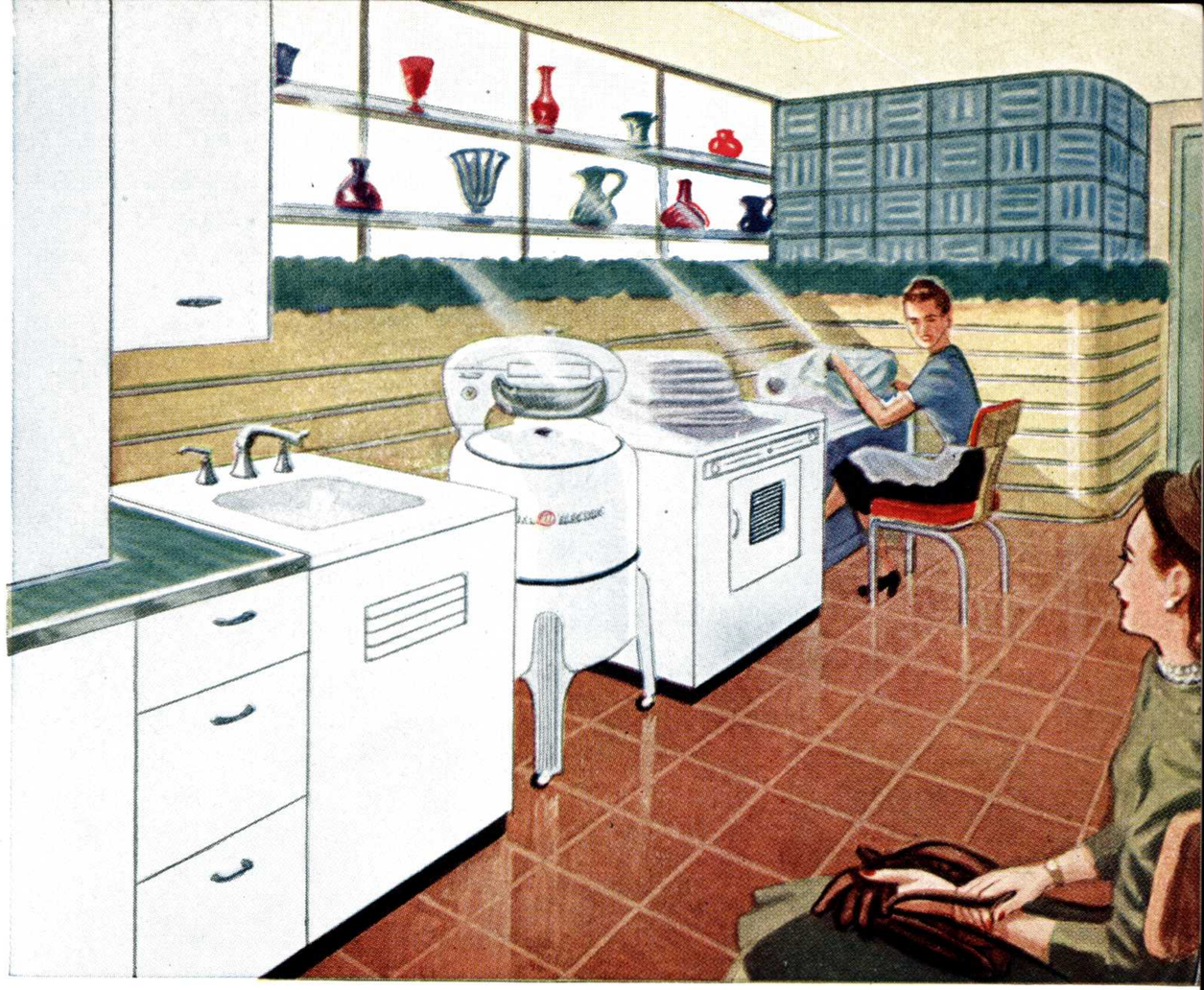
Reliable studies have shown that the average family will realize direct savings of more than $200 each year through electric home laundering—plus greatly lengthening the life of all their washable clothing and household linens. Your new electric laundry will more than pay for itself.

You should plan your electric laundry as carefully as you plan your electric kitchen. It should be designed to save your time and energy.

The amount of equipment you will need and the exact nature of the equipment will be dependent upon the size of your family. The actual design of the room and the placing of the appliances must be carefully determined according to the planning rules given on the pages following.

In designing your new laundry you will realize that electricity has done much more than end washday labor. It has made it possible to think of the laundry in an entirely new way—as a clean, handsome room suitable for any part of the home. The new appliances are so beautifully designed that they will harmonize with other fine home furnishings. Your new electric laundry can be as simple or as elaborate as your needs demand. It can be combined with many other household functions in a beautiful and efficient dual-purpose room.

Electrically



THE STANDARD LAUNDRY—This well-planned room has inexpensive, standard electric equipment—the wringer-type washer, tumbler dryer, and rotary ironer. The appliances have been arranged to avoid all unnecessary handling and lifting of clothing.

Two Types of Electric Laundries

THE AUTOMATIC LAUNDRY— This room has the finest in completely automatic appliances—the automatic washer, tumbler dryer, and automatic flatplate ironer—arranged for a smooth work-flow. Here electricity takes *all* the drudgery from washday.

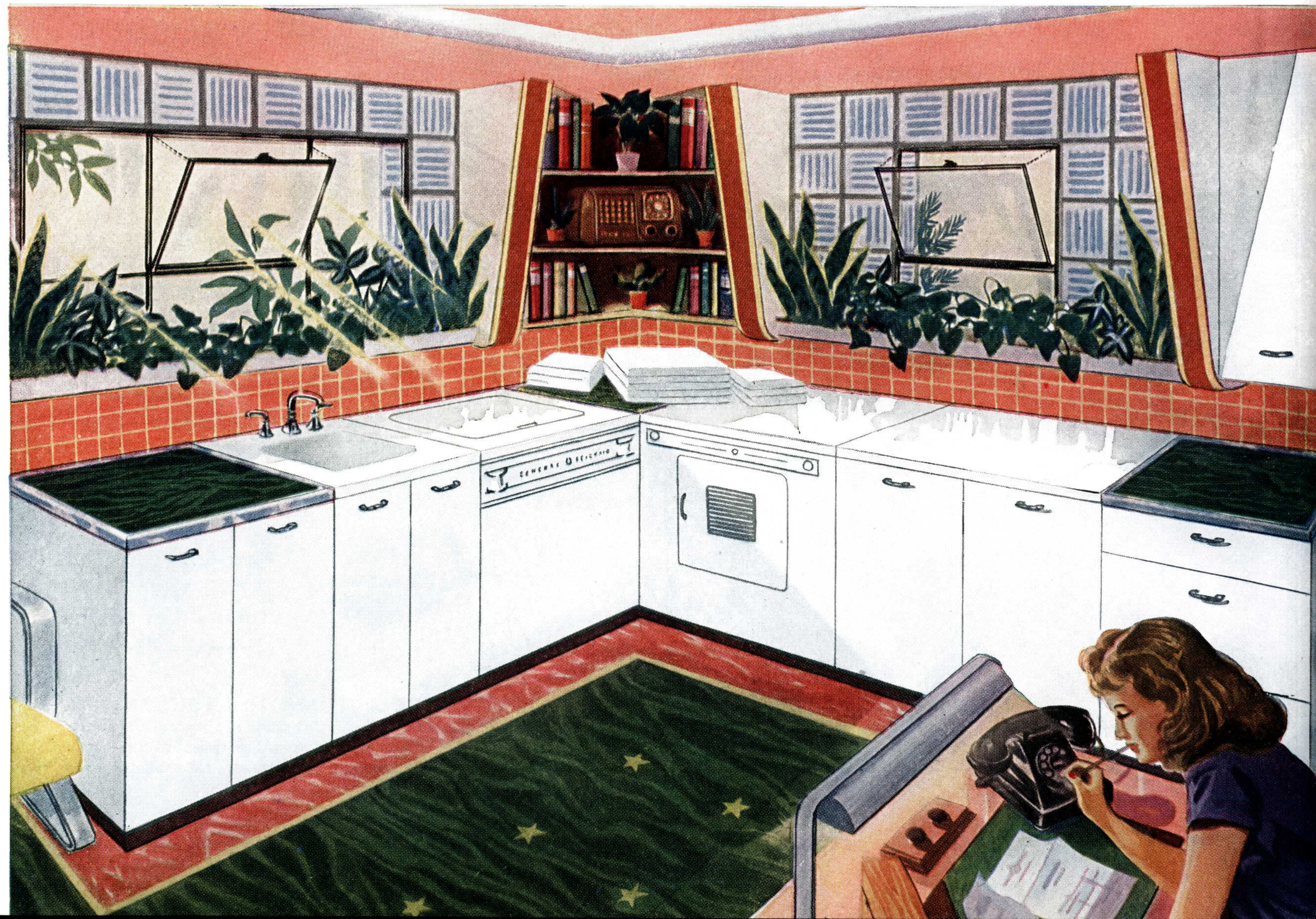
The Electric Laundry

Here is a room for pleasant washdays.

It bears little resemblance to the old-fashioned laundry—for modern equipment has made it a truly livable part of the home.

Here electricity is the laundress—and you need only be the boss. The complete laundry routine is confined to a compact arrangement of automatic equipment.

No trips to the back yard with heavy baskets of wet clothing. No waiting for sunny weather to dry clothes. No long sessions over the ironing board.



The Complete Electric Laundry Is Designed Around "Work Centers"

WASHING CENTER . . . Consisting of storage facilities for soiled linen and clothing, utensils and supplies, counter space for sorting, stain removal, and minor repairs, hotplate for starch making, the laundry tray, and the washer.

Of particular importance to the Washing Center is an abundant supply of hot water. In your electrical laundry, hot water will be furnished *when you need it* by the automatic electric water heater.

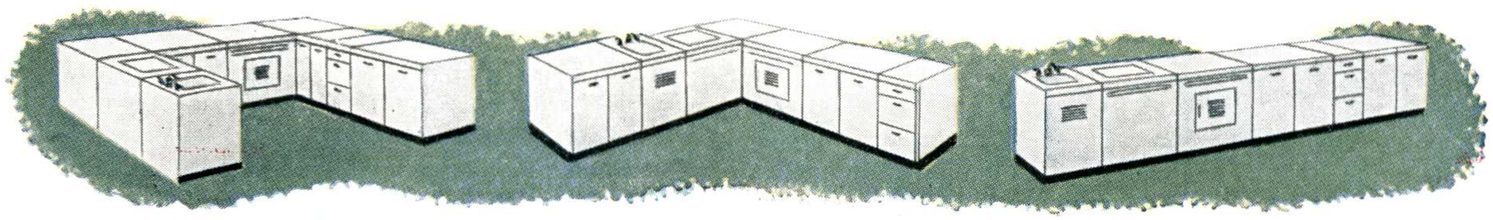
DRYING CENTER . . . Consisting only of the electric tumbler dryer, and a handy counter space where you may occasionally wish to sprinkle small pieces. The electric dryer completely eliminates the hard tasks of outdoor drying.

IRONING CENTER . . . Consisting of the wonderful, automatic electric ironer, either flatplate or rotary, convenient metal cabinets for the storage of your newly ironed linens, and a handy built-in ironing board which you may wish for occasional use.

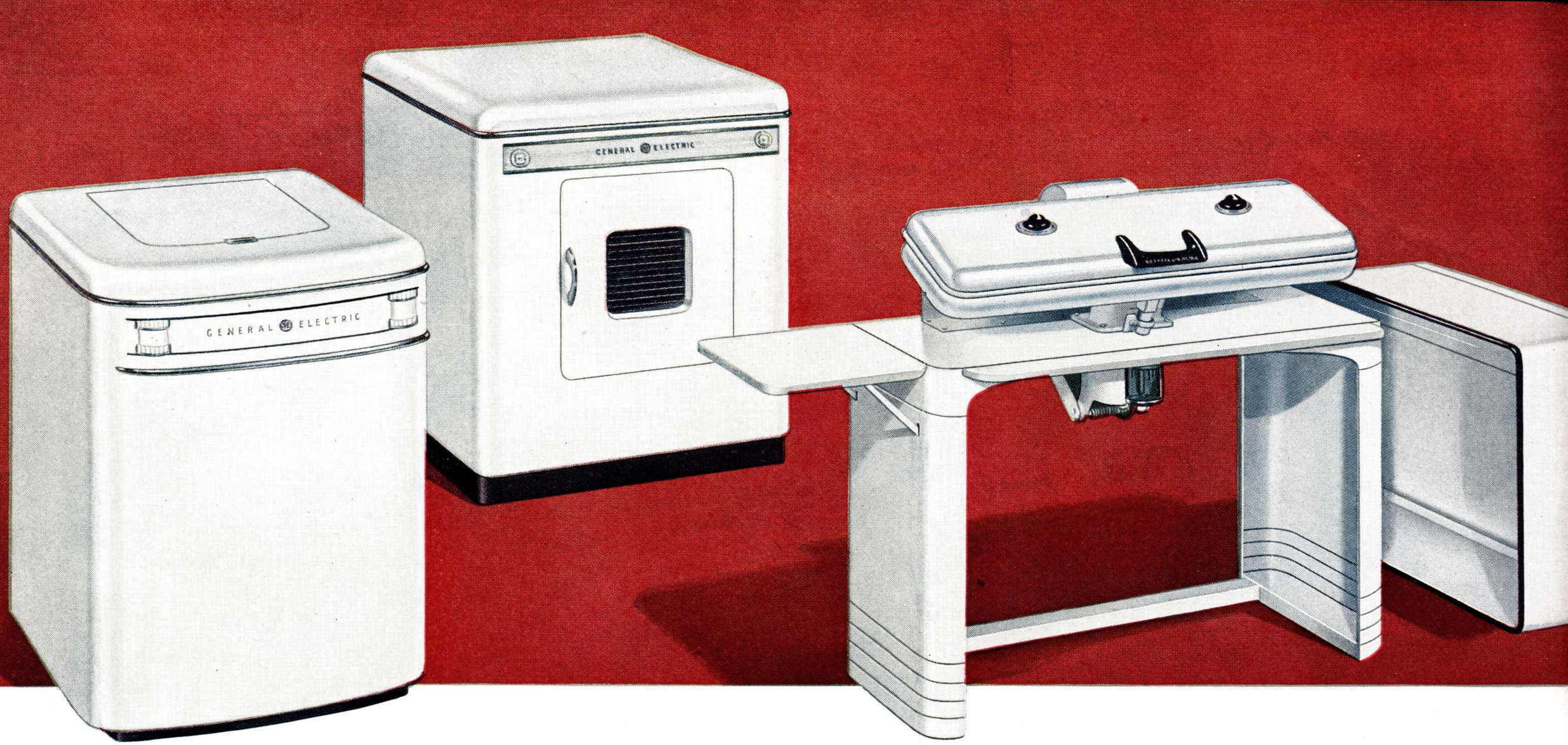
The three laundry centers should be planned for a smooth, assembly line flow of work—with clean clothing never crossing dirty clothing—and with no unnecessary handling or lifting.

IT CAN BE ANY ONE OF THREE BASIC DESIGNS . . .

If your work centers are properly planned and properly organized, your electric laundry can be designed in whatever size or shape you wish.



U-SHAPED L-SHAPED 1-WALL

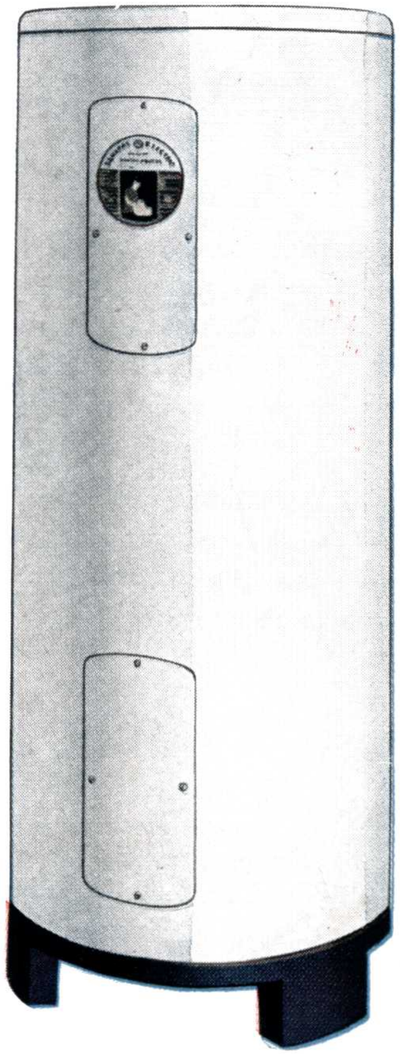


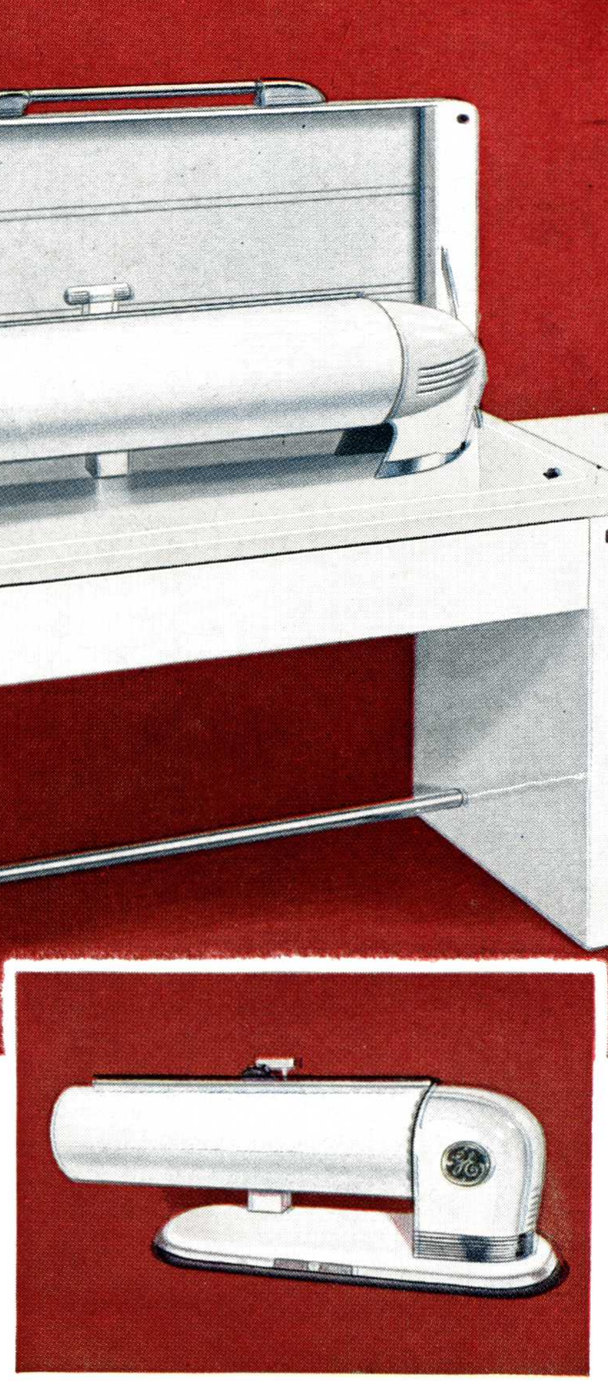
These Major Appliances Are the Heart of Your Automatic Laundry

THE G-E AUTOMATIC WASHER—typical of tomorrow's fine electrical living. *Completely* automatic—truly revolutionary. It will wash, rinse, damp-dry your clothes—clean itself, and shut itself off—all at the turn of a switch. Look for this G-E Automatic Washer at your G-E dealer's store.

THE G-E TUMBLER DRYER—with the new automatic "tumbler" action—takes over one of washday's most unpleasant tasks by drying clothes *indoors*, fast. Gently tumbles the clothes in clean, warm air—to dry them soft and fluffy—or just damp-dry for immediate ironing. No more clotheslines—no more depending on weather.

THE G-E FLATPLATE IRONER—the sit-down-and-iron marvel. Turns out two flat pieces at a time—irons shirts and frilly things, too. Automatic temperature control for each kind of fabric—300-square-inch ironing surface—400 pounds of pressure—all combine for swift, easy ironing. Extremely simple to operate.





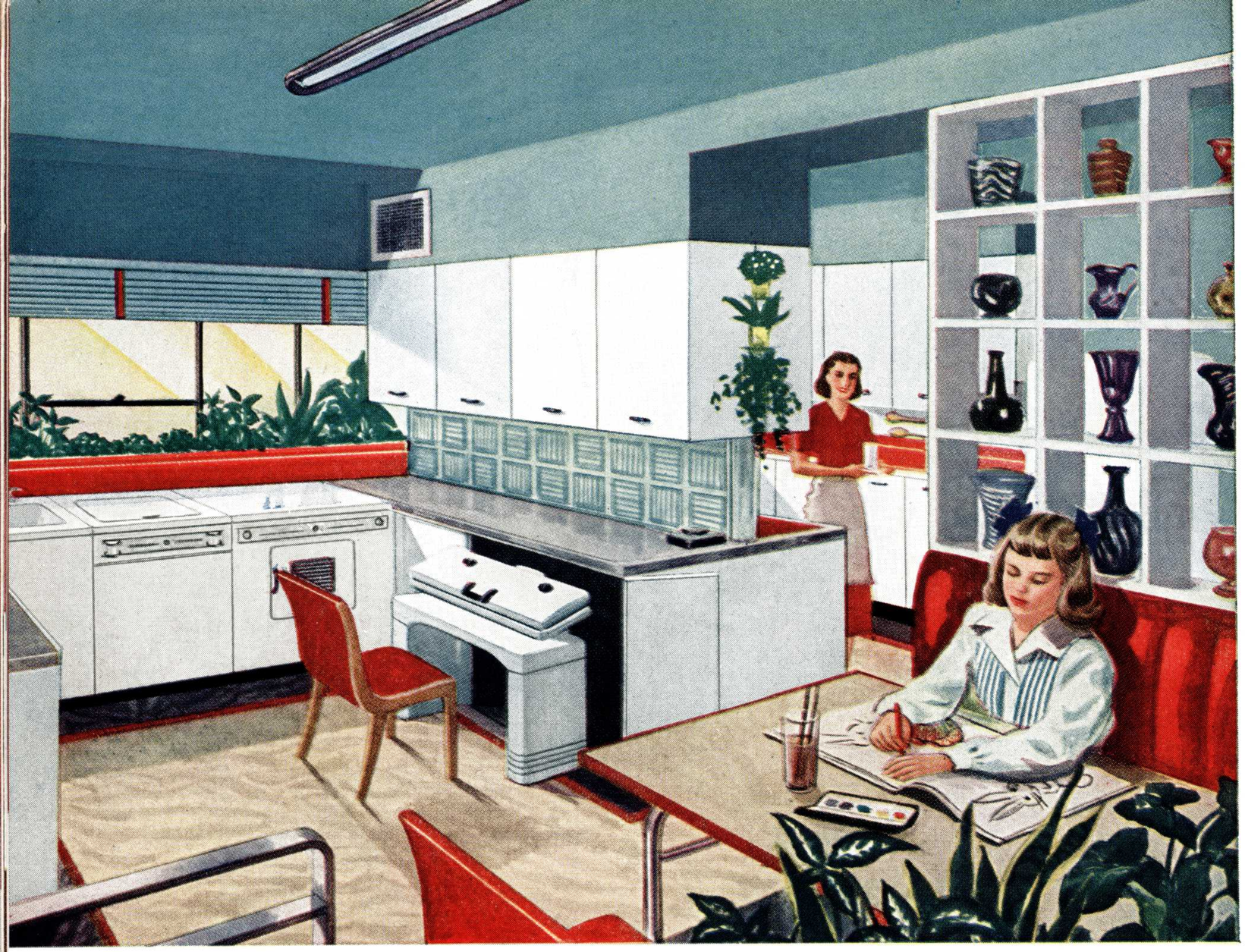
These Major Appliances Are the Heart of Your Standard Laundry

G-E AUTOMATIC WATER HEATER— means instant hot water, when you need it—24 hours a day. Install your G-E Water Heater—and forget it. Completely automatic—clean, safe, dependable, and thrifty. Models from 10 to 86 gallons.

THE G-E WASHER—means quick, clean washing. Thorough, gentle "Activator Action" coaxes out dirt and grime. One-control Wringer. Permadrive Mechanism—with only four moving parts—means long and dependable life.

THE G-E CABINET-TYPE ROTARY IRONER— a dependable work saver. Folds away to convenient table top. Full-size, 26-inch roll, with both hand and knee control. Fully enclosed mechanism.

THE G-E PORTABLE ROTARY IRONER— a lightweight, economical laundry helper. Easily carried—it weighs only 33 pounds. A single lever controls all operations. Adjustable thermostat. Simple pressing control.



Your Electric Laundry "Living"

Electricity has ended the steam and odor of washday. Today's compact and attractive electrical appliances mean that you need no longer banish your laundry to an uninviting one-day-a-week room.

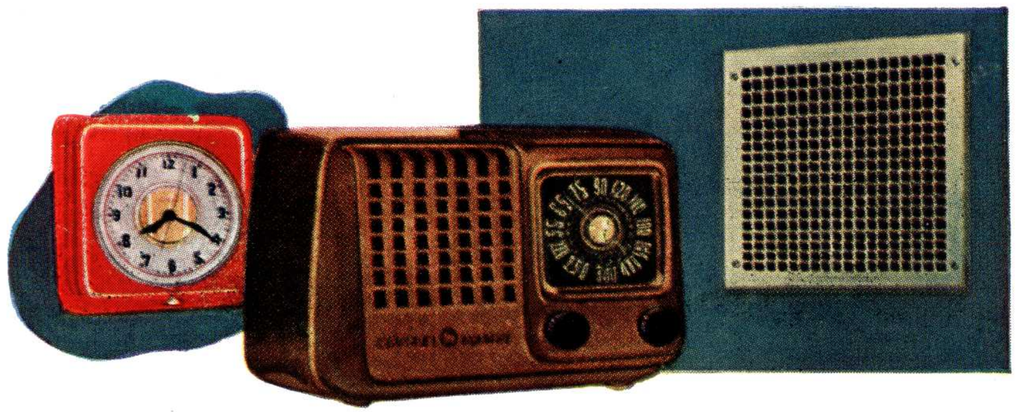
Your new electric laundry can be gay and cheerful, as well as efficient. It can be in whatever part of the house you find most convenient—an attractive and useful part of a pleasant dual-purpose room.

This handsome laundry-kitchen combination illustrates how beautifully modern laundry equipment will fit into your new electric home.

The appliances have been compactly arranged for a swift, smooth work flow, simplifying the complete laundry routine.

Planning the Details of Your Electric Laundry

If you are planning an electric laundry, send for: *Does Your Home Have A Place For Living?* to Section EHB, Home Laundry Equipment Division, General Electric Co., Bridgeport, Conn. Price, ten cents.



It Must Have the Factors Which Make It a Pleasant Room . . . Your new laundry will not be an *all*-electric laundry unless you include the details which mean added efficiency and comfort.

It should be equipped with a silent ventilating fan to keep the air continuously fresh. It should have an ever-dependable electric clock, and a radio to bring your favorite daytime programs to make your busy hours more pleasurable.

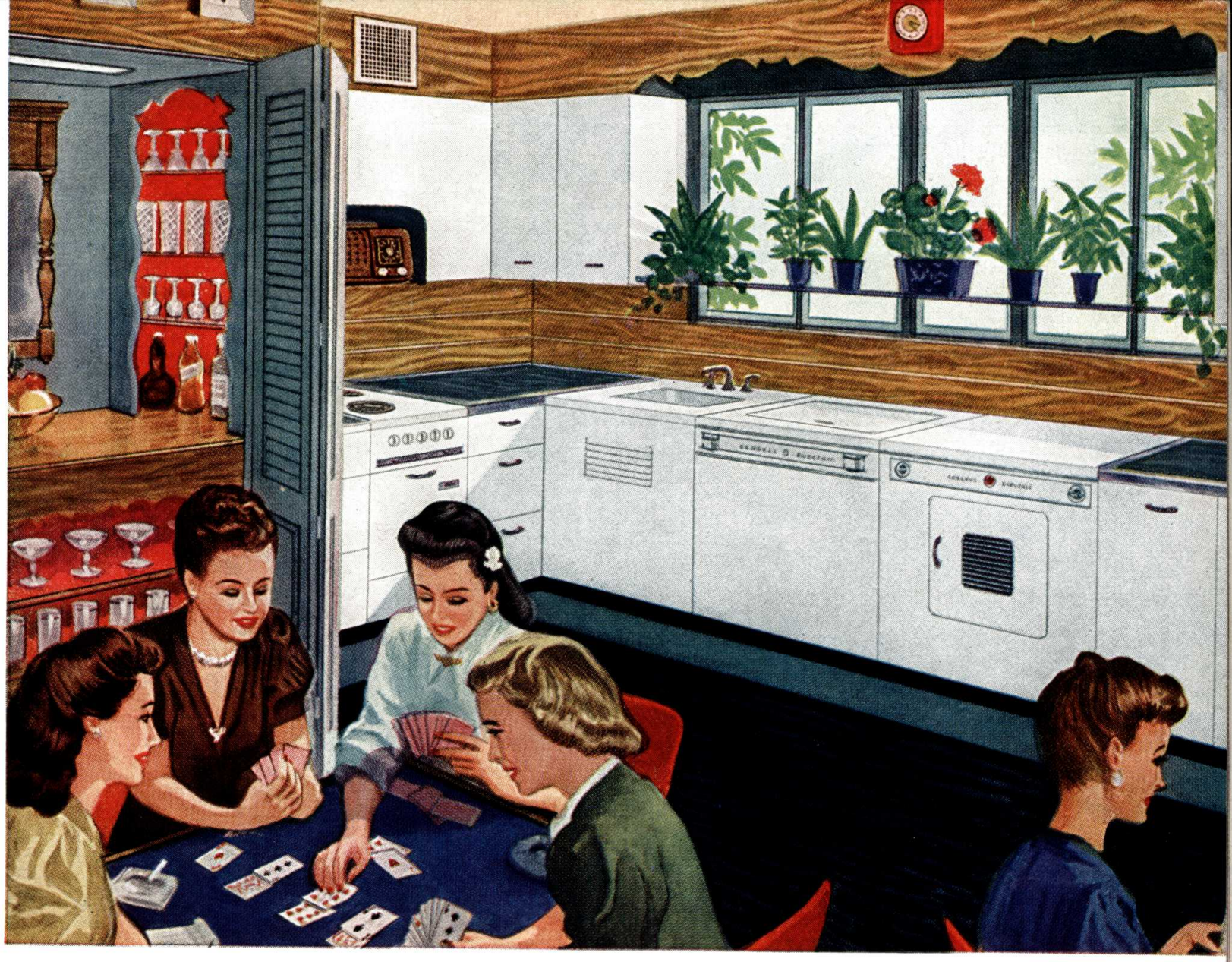
Can Become a Brand New Room

Your laundry can be combined with many other functions of the home—sewing, study, or storage. You can have a beautiful laundry-guestroom combination, or a comfortable laundry solarium. Your choice need be limited only by your own tastes.

You will probably find that such a combination of rooms is much less expensive and less troublesome than two separate rooms devoted to specific living problems.

Your guests will not be out of place in this pleasant laundry-hobby room combination.

Automatic laundering with its fast, simple operations completely eliminates the clutter and confusion of the old-fashioned laundry.



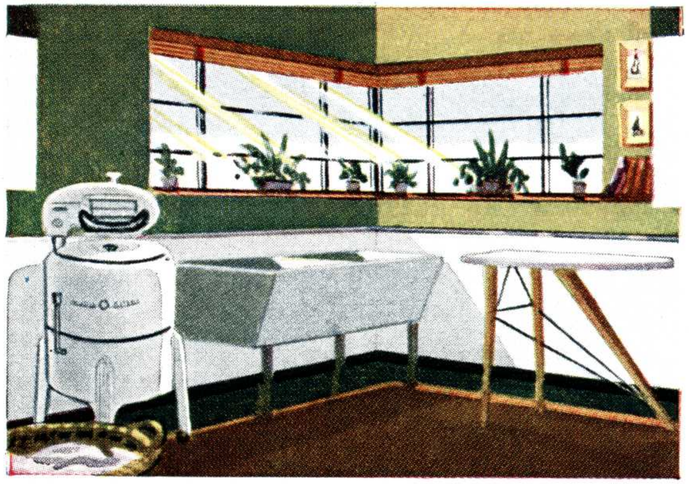
It Must Be Well Lighted . . . Daylight fluorescent lamps, alone, or in combination with natural daylight, will aid in detecting stains and scorches in the laundry.

You will want lights properly placed over all the work centers—with particular attention given to the sorting surface and the ironer.

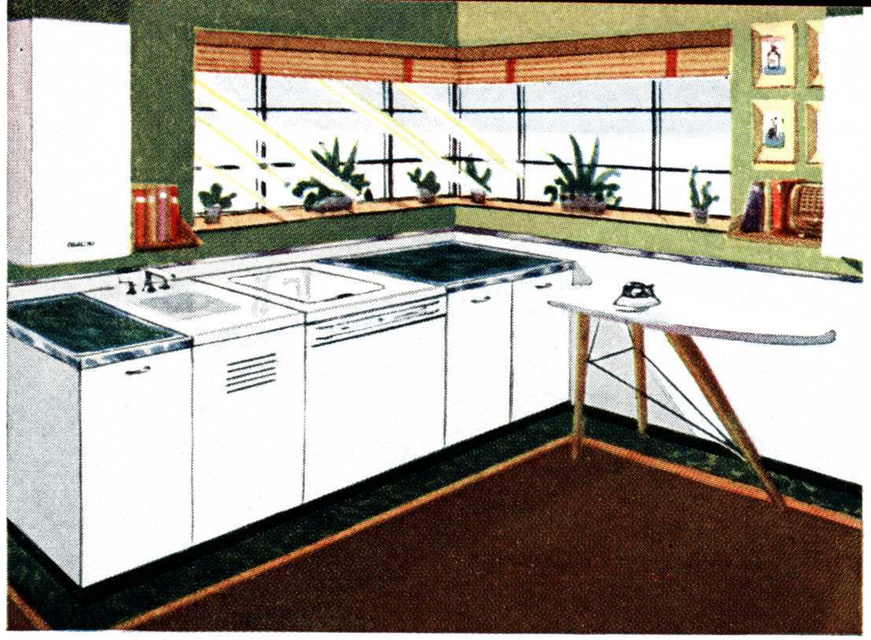
The well-lighted laundry can be cheerful and stimulating—a room in which it is really fun to work and eyestrain and fatigue are avoided.

It Must Be Properly Wired . . . The wiring system of your laundry must be installed with heavy enough wire to supply all appliances with sufficient current at all times.

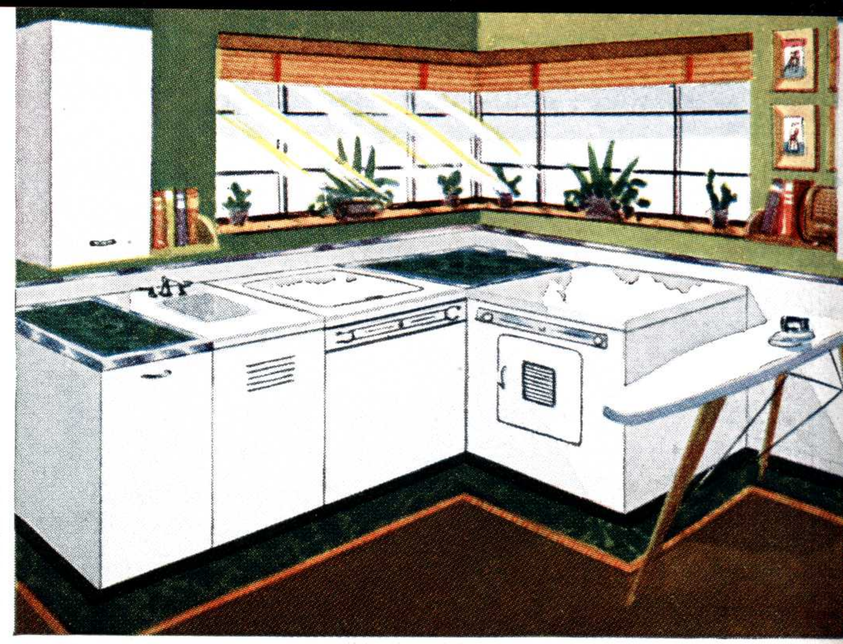
You must plan outlets for each of the major appliances, as well as for the electric iron, hotplate, radio, clock, and fan. Be certain to consider any anticipated needs, and to provide additional outlets for all such needs. This provision will prevent the overloading of circuits.



TODAY . . . This ill-equipped, "back-breaking" laundry is still typical of many of today's homes. Now, watch how it can be converted in three easy steps to a modern, all-electric laundry:



ONE . . . Installation of a new Washing Center requires few plumbing changes. Storage cabinets, a sorting surface, and a new automatic washer simplify laundry tasks. Washing the clothes now consists of putting them into the machine—and taking them out.



TWO . . . The handsome tumbler dryer is the new Drying Center—ending washday's worst drudgery. Outside drying becomes a thing of the past—and your schedule is no longer at the mercy of the weather.

How You Can Afford an Electric Laundry

THROUGH STEP-BY-STEP MODERNIZATION

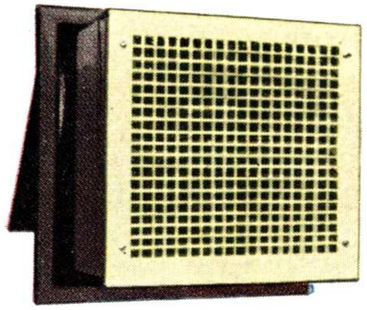
If you are planning to modernize your home, you can completely re-plan your old laundry and convert it by easy-budgeted steps to an exciting new all-electric laundry.

You can install one fully equipped work center at a time—continuing to use your present equipment in the other centers until you are ready to complete them. And each new step will add to the efficiency and the pleasure of the changing room.

The step-by-step method enables you to start your new electric laundry today—and spread the cost over as long a period as is desired.

THREE . . . An Ironing Center, with the automatic flatplate or rotary ironer, completes the electric laundry. Three simple steps, budgeted to your own pocketbook, have ended "Blue Monday" —and added a beautiful new room to your home.

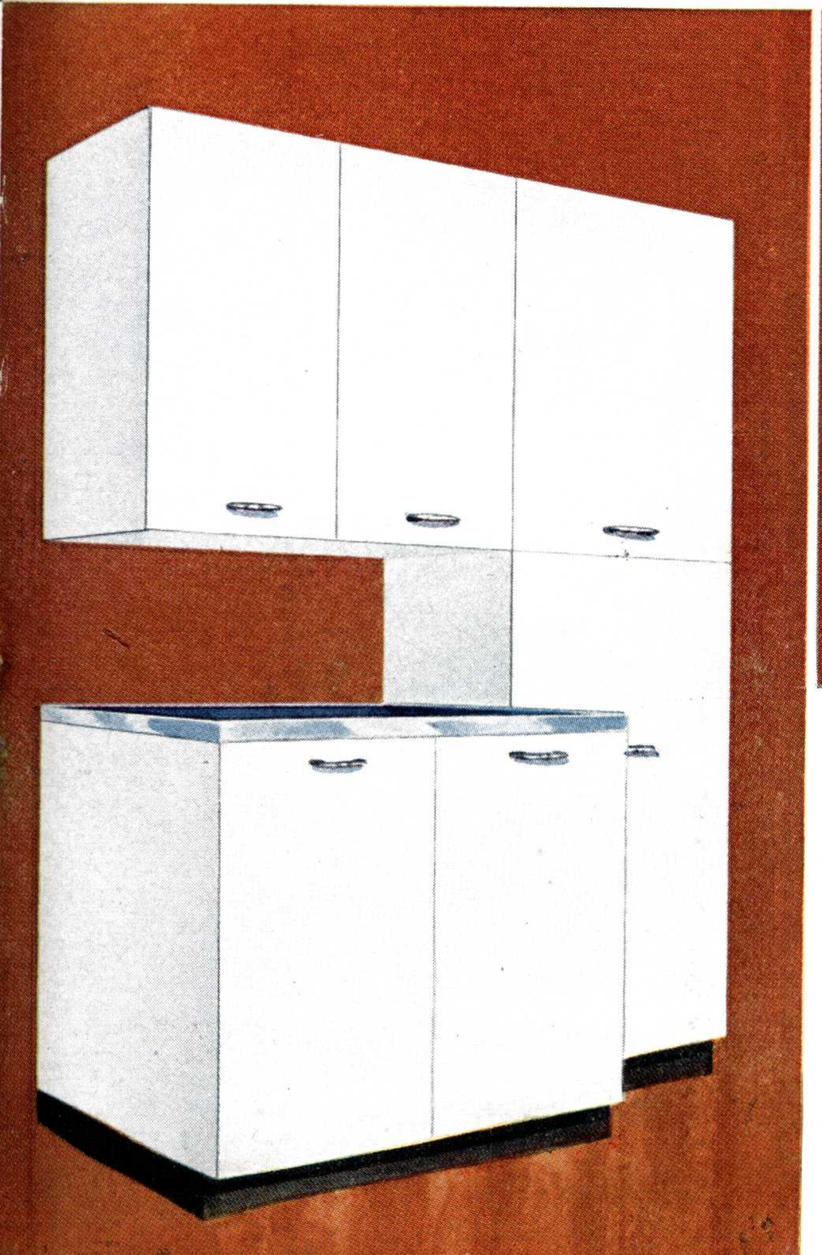
G-E VENTILATING FAN to end stuffy, sticky wash-days. Concealed by a handsome wall grill designed to harmonize with your electric laundry. Moves 800 cubic feet of air per minute. Fan switch controls outside door.

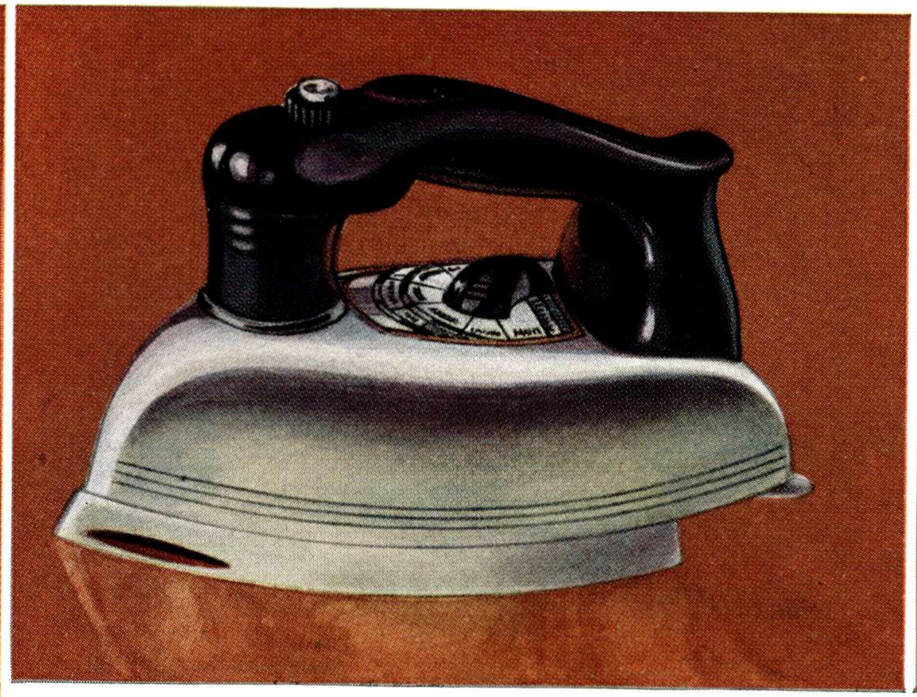


G-E ELECTRIC CLOCKS styled in colors to match the decorative scheme of your electric laundry. Self-starting, sealed-in-oil mechanism — no winding or regulating or oiling— and assurance of years of electrical accuracy.

THE G-E RADIO in beautifully styled, easily cleaned plastic to match your laundry. Even the most inexpensive models will bring you the wonderful new and exclusive features of a G-E electronic instrument.

The Conveniences for Your *All*-Electric Laundry





THE G-E STEAM IRON is really two irons in one. Steams fabrics damp—irons them dry. Will press the heaviest woolens or iron the lightest synthetic fabrics. Double "Dial-the-Fabric" control, double button nooks. Switches simply from wet to dry ironing. Weighs only 4½ pounds.

G-E STORAGE CABINETS are indispensable to the complete electric laundry. Linoleum-topped, stainless-steel trimmed. Precision-built of steel, with automatic interior lighting and built-in outlets, if desired.

THE G-E "DIAL-THE-FABRIC" IRON means one-third faster ironing compared with most irons now in use. *Fully automatic.* Its Calrod heating unit provides quick ironing heat and saves valuable time. "Dial-the-Fabric" temperature control provides the right heat for every fabric, and keeps it right. Big 27-inch sole plate covers work quickly. Thumb rest on shaped-to-fit handle, well-balanced design, and light weight reduce ironing fatigue. Double button nooks for easy ironing under buttons. Full 1000-watt rating. Faster, easier, and *better* ironing.

Planning Your Bedroom . . . Electrically

In the kitchen and laundry electricity acts mainly as a servant—taking over the unpleasant tasks of housekeeping. But in the bedroom electricity shows its versatility, bringing you luxurious comfort, convenience, and health.

Plan your bedroom for restful slumber, but do not forget that it must be more than just a sleeping room.

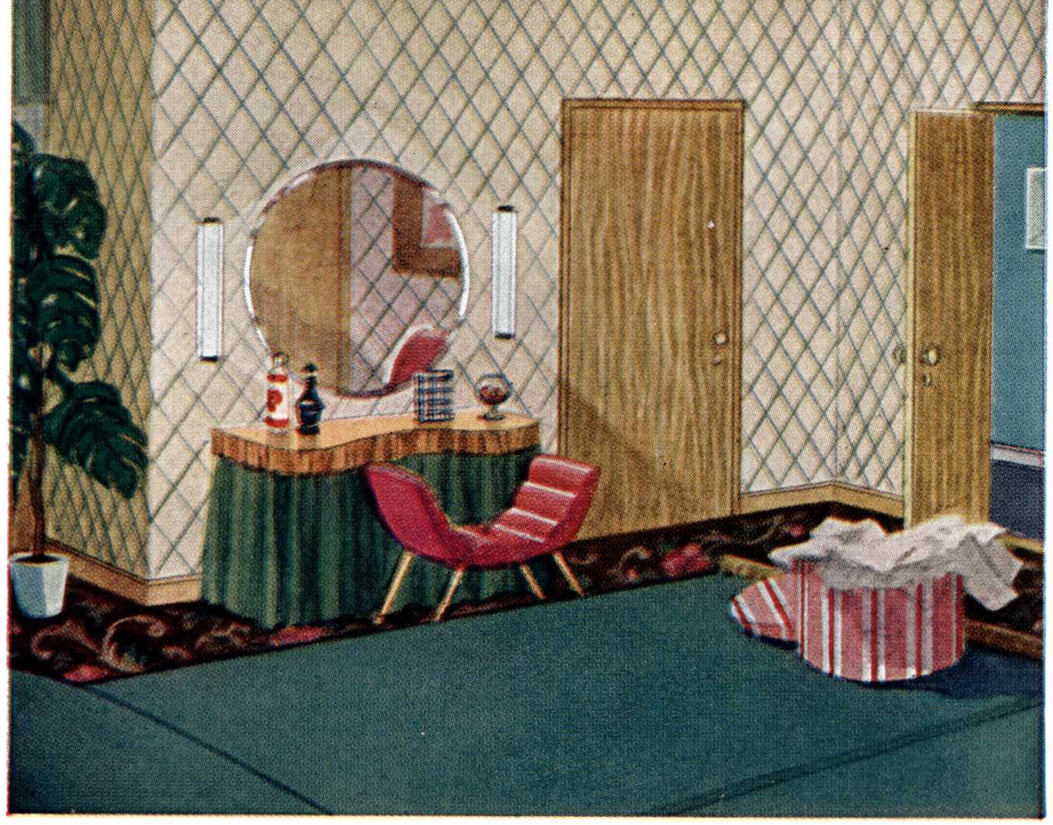
It should be a room which is dark and silent during the sleeping hours—but bright and cheerful during the entire day and evening. This room, even more than the others in your home, must be comfortably warm in winter and pleasantly cool in summer.

It should be planned with comfortable living space—to serve as a personal sitting room—a restful place for reading, letter writing, or quiet relaxation.

It must be a convenient dressing room with properly lighted closets, dressing table, and mirrors.

Do not forget that there will be times when minor illnesses will keep you in bed. Bed lights, radio, and other conveniences should be planned in a manner to assure comfort on these occasions.

You will use a great variety of electrical conveniences in your new bedroom. Inadequate electrical planning will limit or deny the use of many of these appliances. Inadequate planning can also result in a completely inflexible room—one in which the furniture may never be rearranged without seriously impairing the comfort and livability of the room.

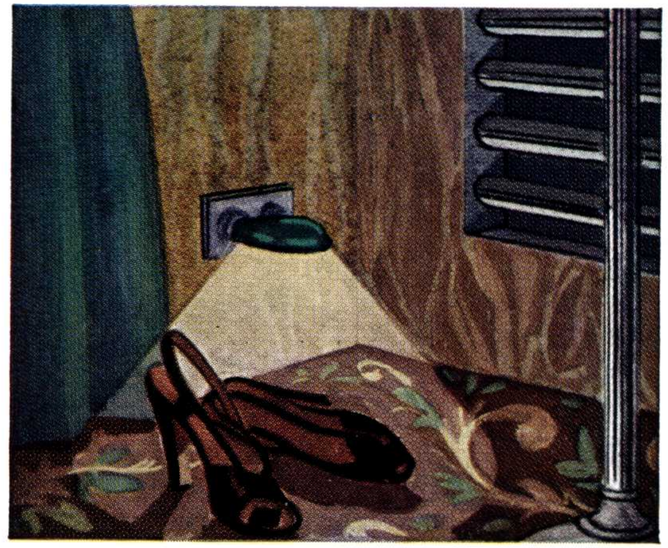


Planning Your Bedroom for Proper Lighting

LIGHTING FOR COMFORT

Your bedroom lighting should be adaptable to occasion and mood. In addition to a good overhead fixture of low brightness, you will want proper lighting for reading in bed—or in your lounging chairs. And you will want soft lighting for relaxation.

All bedroom switches should be of the silent type.



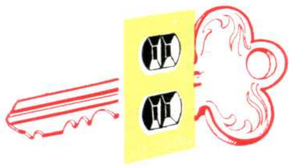
LIGHTING FOR CONVENIENCE

Be certain to have lights in all closets. They can be equipped with automatic door switches which will turn the lights ON when you open a closet door—and turn them OFF when the door is closed.

Mirror lights should shine on the person, rather than on the mirror. Shielded fluorescent fixtures placed on either side of each mirror will give excellent vision without glare to interfere with vision.

When you find it necessary to get up at night, you will want a light which will not blind you. A very small degree of light is all that is necessary at these times. A small bulb, fixed to the baseboard beneath the bed, or a deep-blue ten-watt bulb in any fixture, will serve this purpose admirably.

Outlets . . . Are the Keys to Bedroom Comfort



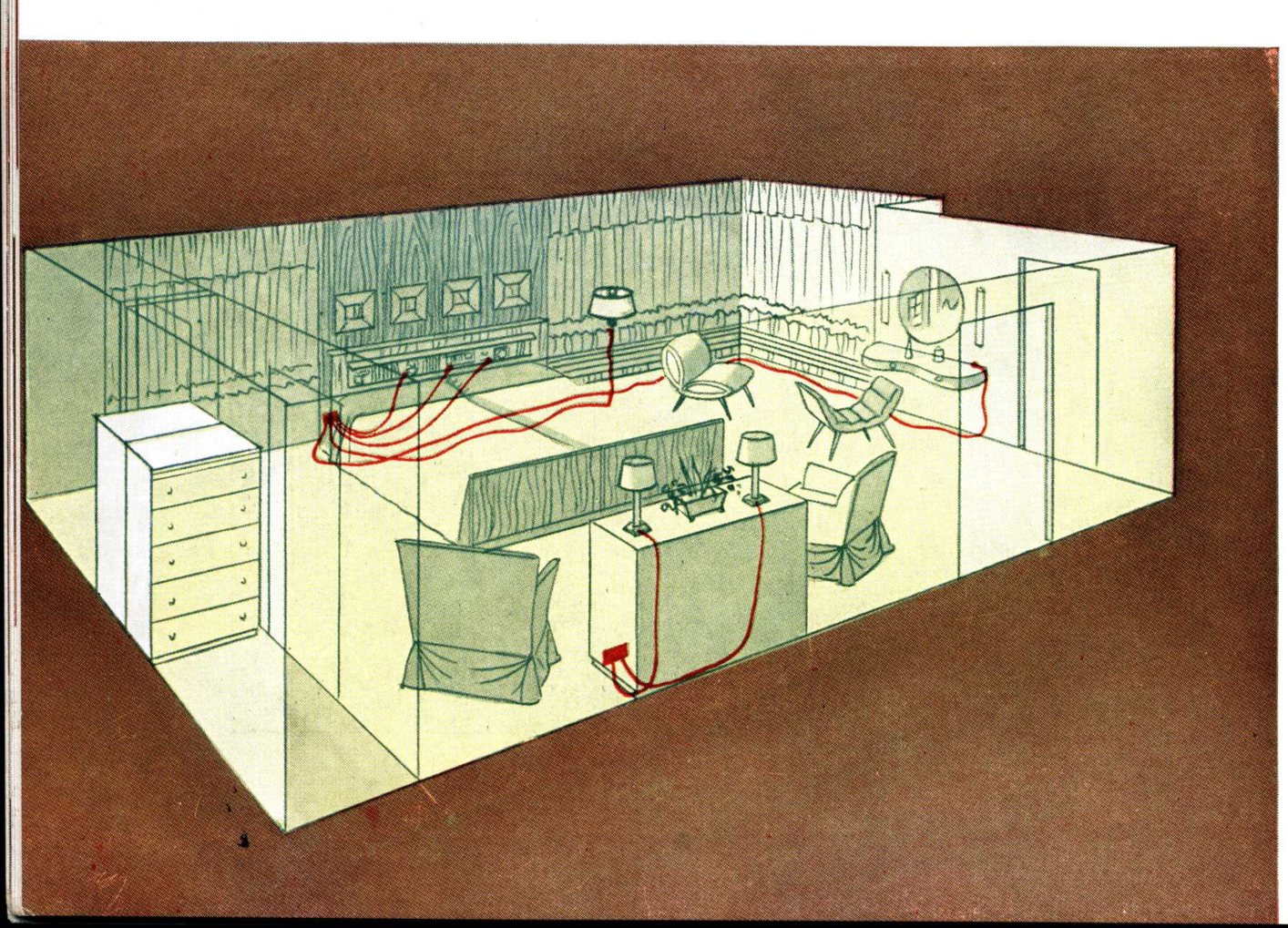
In your bedroom you will want the reliability of an electric alarm clock and a bedside radio—or perhaps one of the new radio-alarm combinations which will awaken you with your favorite morning program.

In summer, a Room Air Conditioner can bring you relaxed and healthful sleep. In winter, you can enjoy the increased restfulness and comfort of the amazing Automatic Blanket.

A convenient sunlamp will supply the healthful benefits of ultra-violet rays during the entire year. You will want an electric fan, a heat lamp, and a heating pad for occasional use. A portable radiant heater will swiftly and pleasantly remove winter morning chill. You will want to clean your rugs, drapes, mattresses, and other things easily and quickly with an electric room cleaner.

You will want portable lamps for proper lighting.

. . . And the efficient use of all of these appliances will depend upon proper wiring and adequate and convenient outlets.



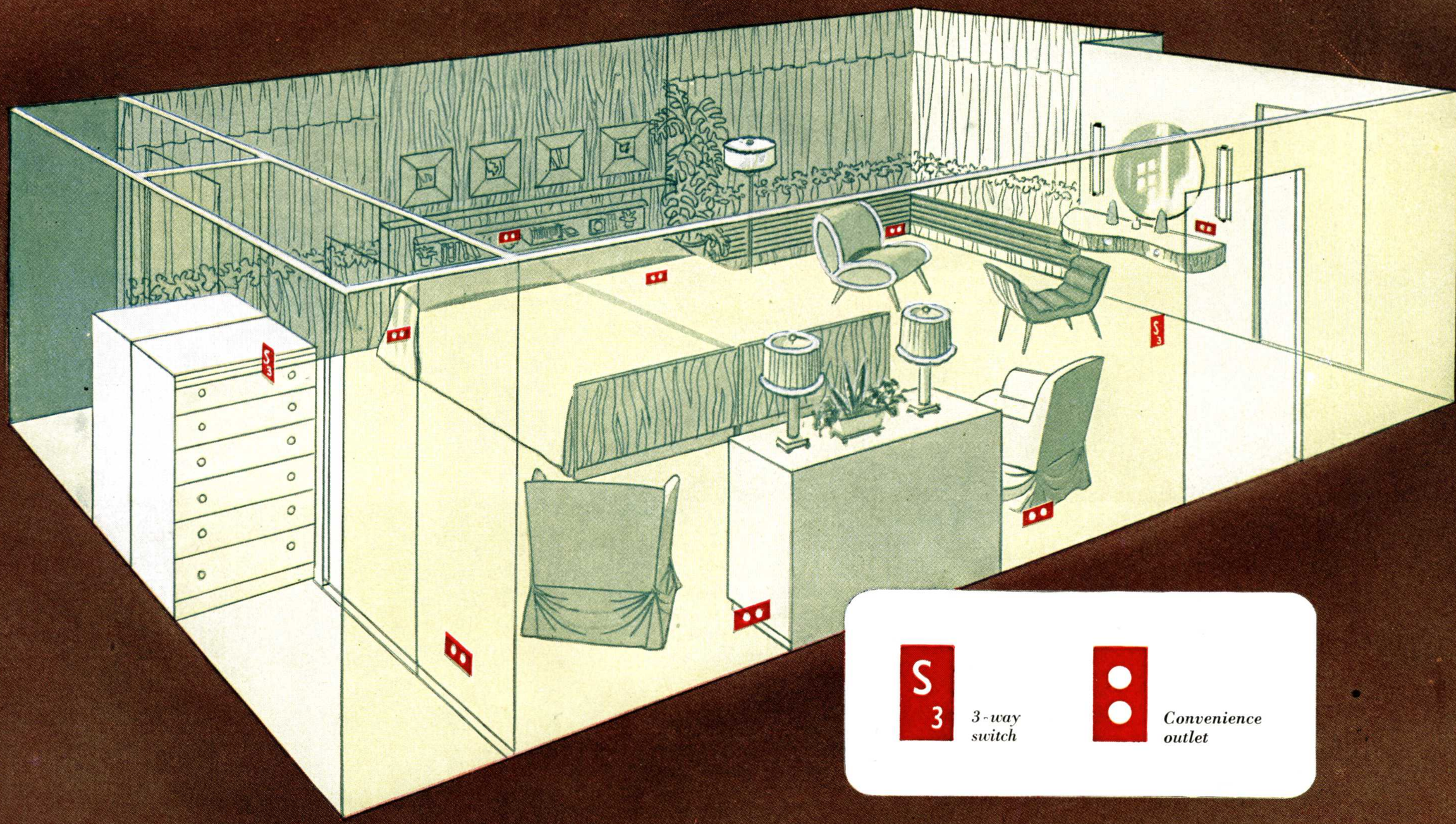
The illustration to the right shows a carefully planned outlet arrangement—a flexible room where the furniture can be rearranged in numerous ways, permitting a variety of excellent lighting arrangements and efficient and convenient use of all electric appliances—a room which is electrically modern.

The room has sufficient outlets for its needs. These outlets have been well spaced, and have been located where they are easy to reach.

The switch at the door controls an overhead light—and any of the outlets desired. A separate switch operates closet lighting.

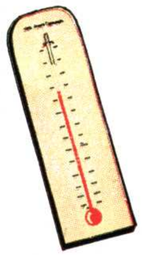
Less than adequate planning means discomfort and inflexibility—a network of unsightly cords, as illustrated to the left. Insufficient planning can also mean inefficient operation of all appliances.

Outlets are inexpensive to install when you are building or remodeling. Adding them later means both added expense and trouble.



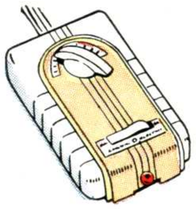
S 3 — *3-way switch*

Convenience outlet



UNIFORM WARMTH—

No more cold spots in your bed. No more waking to throw off covers—or to stumble about icy rooms collecting extra blankets.



SIMPLE OPERATION—

Plugs in like a lamp. Set the bedside control at the level you prefer—snap the switch ON when you retire, OFF when you arise.

WARMTH WITHOUT WEIGHT

The Automatic Blanket is almost as light as one regular blanket—yet it does the work of three—and with greater comfort.

SAFETY—

The Automatic Blanket has been approved by the Underwriters' Laboratories, Inc.

Sleep . . . in Luxurious

The magic of tomorrow's electrical living is here today—with the Automatic Blanket.

Even in the coldest weather it will flood your bed with warmth—hardly perceptible to the touch—like drowsy southern sunshine.

It will regulate the warmth of your bed, *automatically* adjusting itself to changing room temperatures.

Many enthusiastic users have written to tell how they get to sleep more quickly and sleep much more soundly under the automatic blanket than ever before.

In a chilly winter bedroom, with windows wide, you will have the pleasure of sleeping in warm, relaxed, healthful comfort—an entirely new and thrilling experience in true electrical living.

Electrical Comfort

Sultry summer days and nights mean frayed nerves, lowered efficiency, exhaustion. They rob you of restful, refreshing sleep.

If you do not plan to have air conditioning throughout your electric home—you can still escape the misery of stifling, oppressive nights, practically and economically, with a room air conditioner.

The room air conditioner is more than just a cooling device. It is a true air conditioner—removing excessive moisture from the air, filtering out a high percentage of dust, dirt, and pollens. It muffles outside noise, and gently circulates pure, cooled air.

An ingenious damper arrangement permits one fan to pull fresh air into the room and a second fan to exhaust an equal amount of room air to the outdoors—attaining 100 per cent ventilation.

It is essential to healthful summer sleep.

Essentials in Children's Rooms

In the electrical planning
of your children's bedrooms several factors
call for special consideration.

THE SUNLAMP—is indispensable in the nursery. It enables your children to receive regularly the daily benefits of vitamin D—the sunshine vitamin which helps build sound teeth and strong bones.

PROPER LIGHTING—to protect young eyesight—is of primary importance. Plan lighting for children with utmost care. Provide proper reading lamps and night lights—operating on silent switches.

OUTLETS—should be planned as carefully here as in your own bedroom. They will be needed for the sunlamp, heaters, and many other appliances, and for convenience in the use of electrical toys.

Planning Your Bathroom . . . Electrically

Everyone who builds, buys, or modernizes a home pays particular attention to the bathroom. They insist upon fine quality plumbing and beautiful fixtures.

Yet many fail to carry bathroom planning beyond this point—and the result is that one of the most expensive rooms in their new home falls far short of true practicability and comfort.

Many luxuriously equipped bathrooms have only a single glaring light bulb above the mirror—making the daily routines of shaving and make-up difficult and precarious.

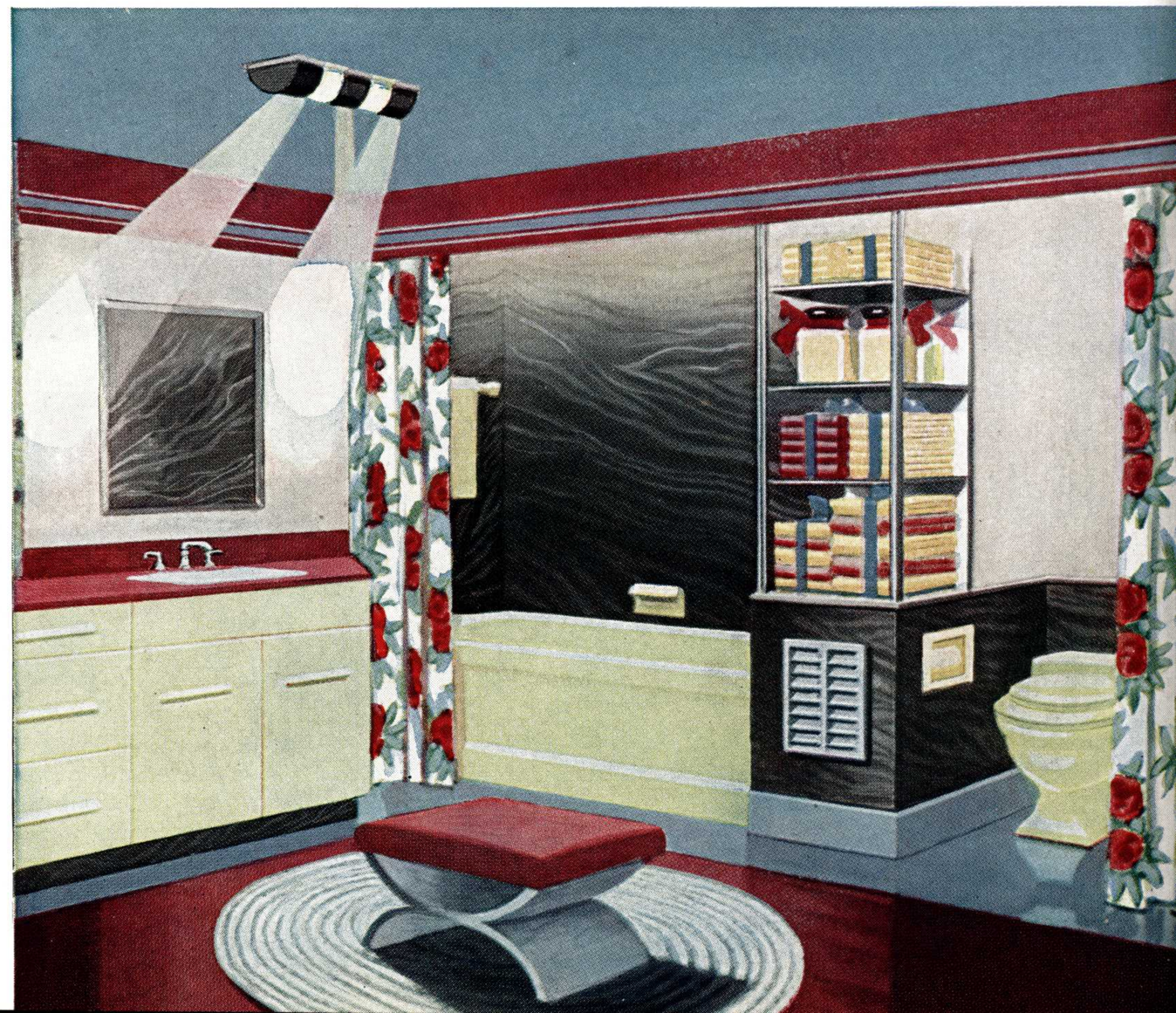
The well-lighted bathroom must contain two separate types of lighting—mirror lighting and general lighting. The bath illustrated here combines these two in a novel overhead fixture. But you can obtain equally effective results by using a good ceiling fixture and lighting the mirror with shielded fluorescent lamps on either side.

Both safety and convenience require an automatic light inside the medicine chest, controlled by opening and closing the cabinet door.

A vaporproof lighting fixture will add a great deal to the convenience of your stall shower. A permanent sunlamp fixture in the ceiling above the tub simplifies regular sunbathing. A heat lamp will prove a delight for hair drying or even for removing bathroom chill.

A radiant convection-type heater on one wall will increase the comfort of the room. One outlet should be provided at the mirror for the electric razor, and there should be at least one other wall outlet for the use of appliances.

The most important single feature in the planning of your bathroom will not be within the room itself. It is hot water—plenty of it—when you want it—as often as you want it. In your new electric home this supply will be assured by a fully automatic electric water heater.

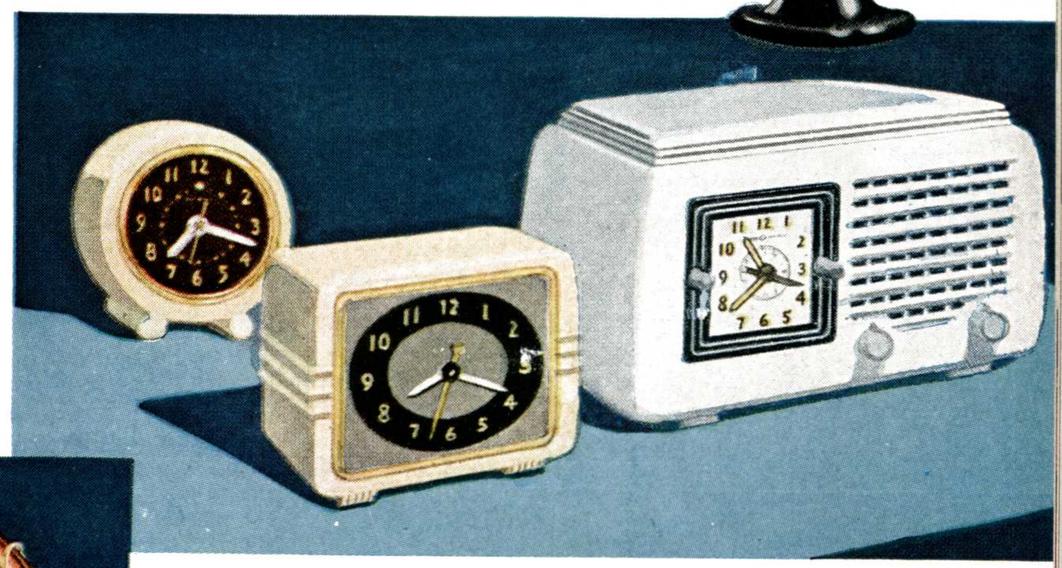


Electrical Conveniences for Your Bedroom and Bath

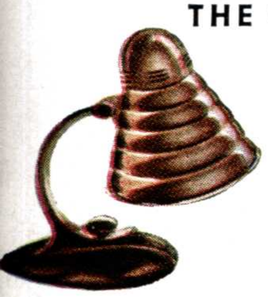
THE G-E ROOM AIR CONDITIONER for complete summer air conditioning. A self-contained unit which requires only fitting to the window and connection with an electric circuit. Circulates cooled, filtered air, and exhausts stale air from room —providing 100 per cent ventilation.

THE G-E AUTOMATIC BLANKET for a new kind of sleeping comfort. It is generously cut to fit any bed—yet it weighs only a trifle more than five pounds. Available in soft shades of rose or blue, this luxurious blanket is bound in rayon satin. Can be laundered as easily as any fine woolen blanket.

G-E ELECTRIC FANS create fresh summer bedrooms. The exclusive G-E super-quiet Vortalex blade means a minimum of noise and maximum air movement. Available in models and sizes suitable for every room.



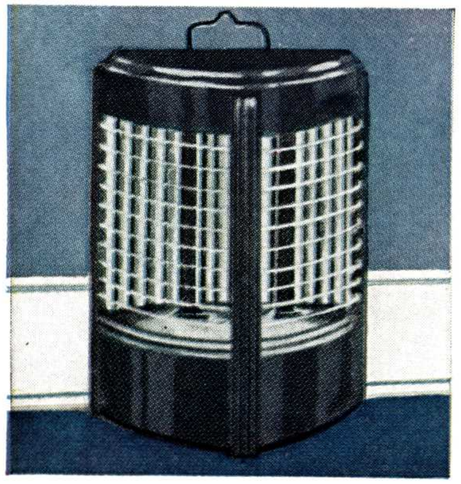
THE G-E HEAT LAMP



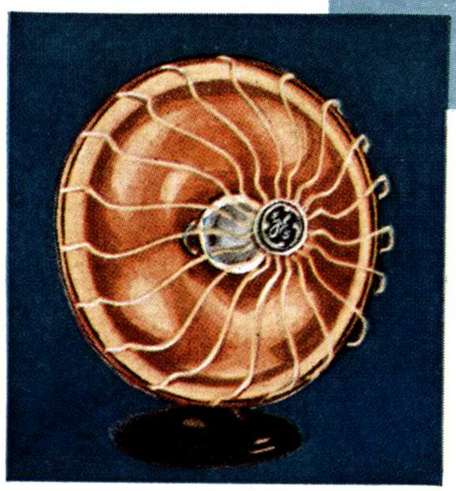
Directs penetrating heat to soothe simple aches and pains. A convenient table model, adjustable to many positions. Gives intense infrared heat rays for all heating applications.

THE G-E SUNLAMP

Year-round sunshine Vitamin-D in your home. Can be used without goggles. All harmful rays have been screened out. Ultraviolet radiation 30 inches from the lamp is three times as great as mid-summer sunshine.



THE G-E ARIZONA HEATER for instant and intense heat. A radiant, convection-type heater with natural draft circulation. Portable, or can be mounted on wall.

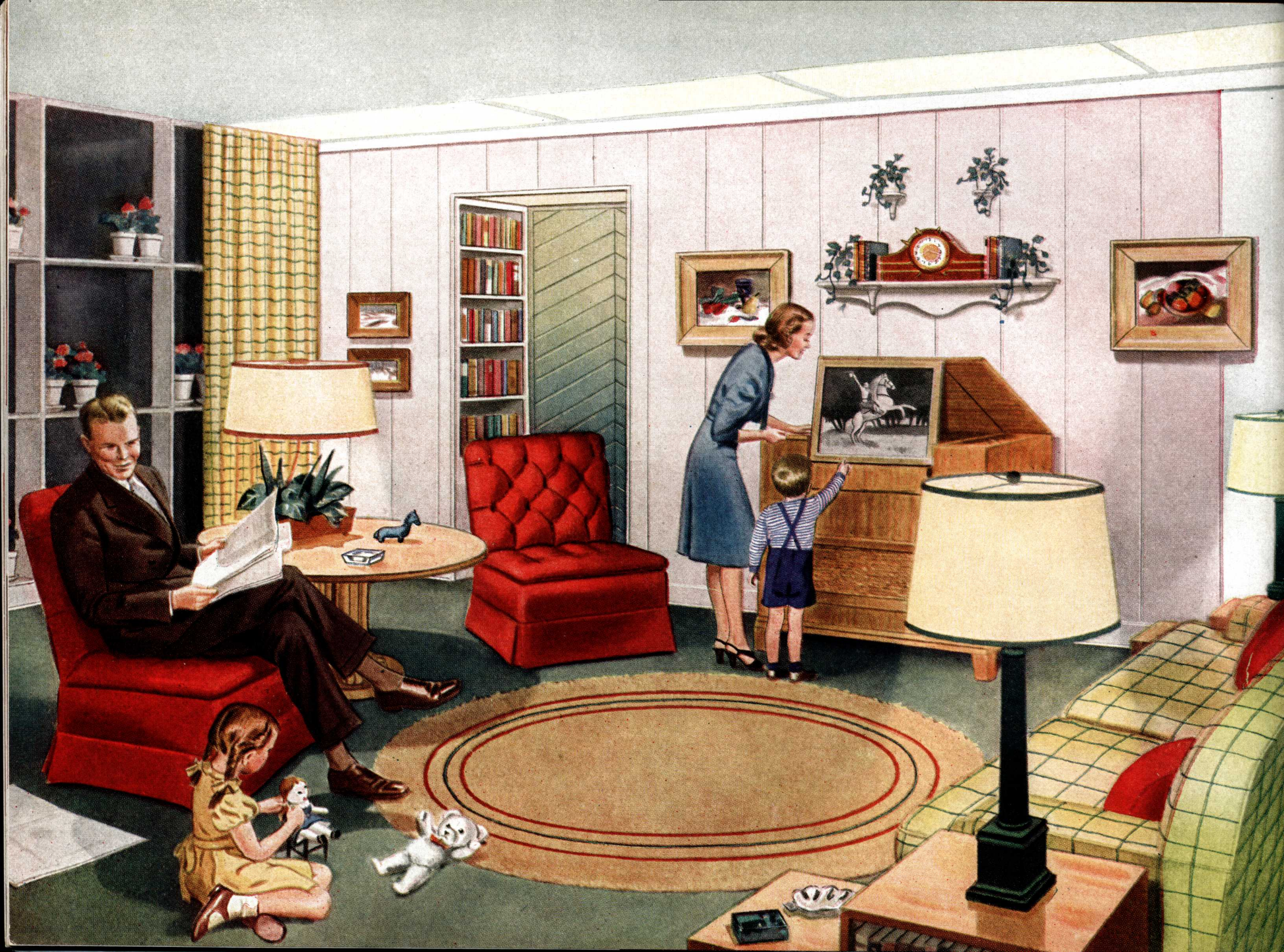


THE G-E SUNBOWL HEATER for quick, clean, odorless heat—wherever needed. Can be adjusted to throw heat in any direction. Convenient handle permits easy moving.

G-E ALARM CLOCKS end "winding worry." Just set your G-E Clock, plug it in—and the self-starting motor will keep it going with split-second accuracy for years to come.

THE G-E RADIO-ALARM is a combination radio-alarm clock to awaken you with your favorite morning program. If the radio doesn't waken you in ten minutes, a regular alarm will ring.

THE G-E HEATING PAD for comforting heat. Adjustable to three different temperatures — designed and built for long, dependable service. A variety of colors.



Planning Your Living Room . . . Electrically

Your living room should be just what its name implies—a room for living—for the entire family. A room for comfort and leisure, for hospitality and entertainment.

The tasks of electricity in the living room are less evident—yet all-important. There is little you can do here without the aid of electricity.

The comfort of the room will be largely determined by how successfully you plan your lighting.

Careful planning of wall and ceiling fixtures, floor lamps and table lamps will assure good and flexible lighting—for reading, for bridge, for conversation, and for music. The versatility of the room can be increased by special decorative lighting features, such as lighted window cornices, and bookcase or picture lighting.

Multiple-control switches should be located at each entrance to the room, so that you will never have to fumble for lights in the dark.

Outlets should be planned to keep the entire room flexible, and permit freedom in the rearrangement of furniture.

Outlets must be provided for lighting and for home entertainment—radio, home-movie projection, and television. Within a few years television may be important in your home. Plan for it now. Decide on the placing of television equipment so that it can be comfortably viewed from the regular seating arrangement of the room.

Outlets should also be provided for the electric clock, for the use of one or more room air conditioners and for room cleaners.

If dining space is to be a part of your living room—or if you are planning a separate dining room—it must be well equipped with outlets for the use of table appliances such as toasters, coffee makers, waffle irons and grills.

TOMORROW'S RADIO . . . AND TELEVISION

Electronic research is opening up a whole new world of home entertainment for tomorrow.

All of the electronic instruments in your new home—radio, phonograph, television—can be instruments incorporating the great advances which war research and war production have brought to electronics.

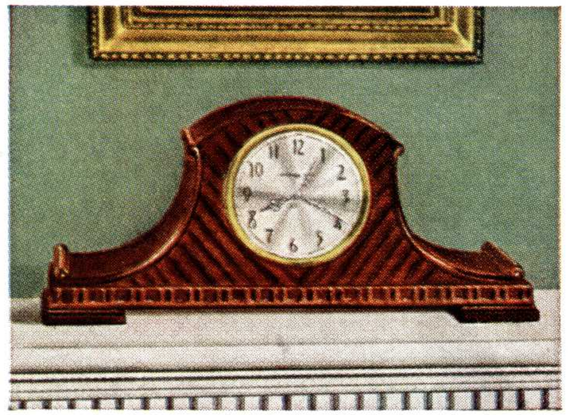
Your new radio will be FM—Frequency Modulation—an entirely new kind of radio, virtually free of static, of station interference, of program fading—and with a true-to-life realism and a beauty of tone impossible to obtain with an ordinary radio.

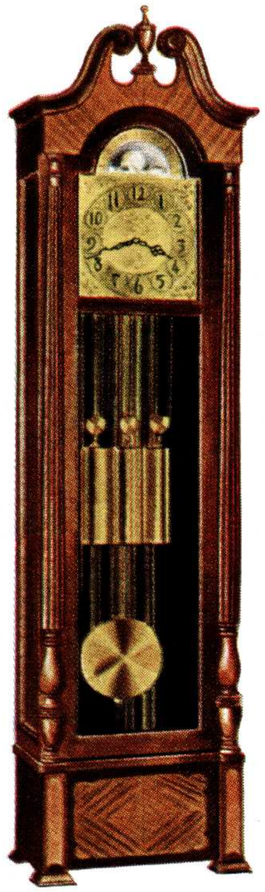
Your new phonograph will enable you to hear the world's great recorded music—opera, symphony, folk songs, and jazz—reproduced electronically in full tonal color and beauty.

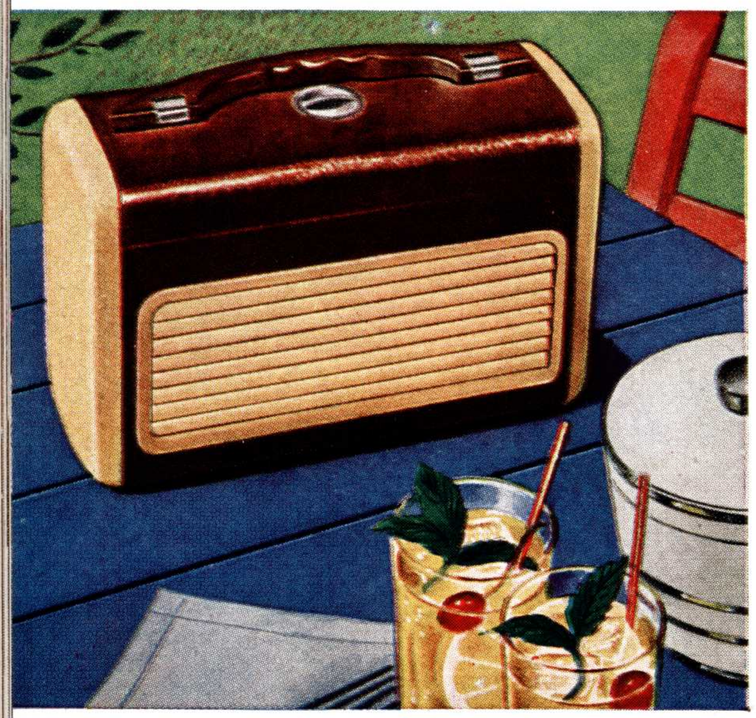
And in your electric home, television will truly bring the world into your living room. You will be able to see, as well as hear, sports, variety, films, current events—history in the making.

Tomorrow's television will be crystal clear and life-like—on a direct view screen, or projected on a wall screen. Television will be one of the true wonders of electrical living.

Send for your copy of General Electric's current booklet on Radio and Television. Address Section EHB, Electronics Dept., Receiver Division, General Electric Co., Bridgeport, Conn.







Electrical Wonders for Your Living Room

G-E CHIME CLOCKS give a touch of distinction to your living room.

You can have a beautifully styled mantel clock, or a magnificent reproduction of an old grandfather's clock with full Westminster chimes—plus all the advantages of precision electrical operation.

THE G-E SELF-CHARGING PORTABLE is a revolutionary new radio with its own rechargeable battery and built-in charger.

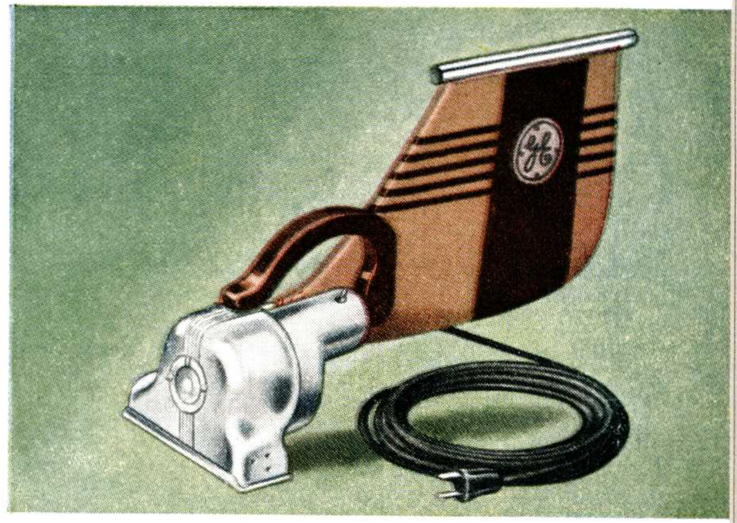
Operates on regular house current and simultaneously recharges itself. Unconnected, it will play for 20 hours—anywhere.

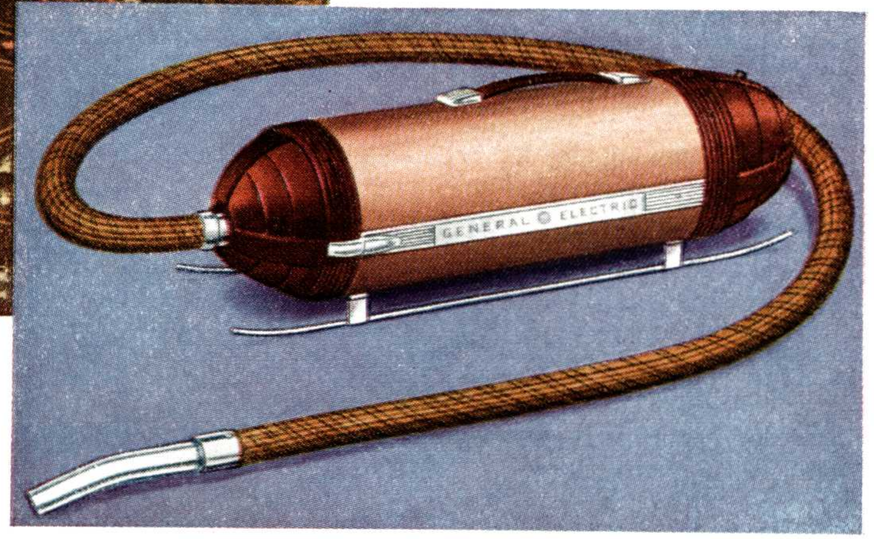
G-E TELEVISION RECEIVERS are the product of more than 25 years of television pioneering—plus the benefits of wartime electronic research.

G-E is today's leader in the electronics industry, including the manufacture of television broadcasting equipment. G-E television receivers will be available in many models, with wide-angle views and top-quality reception—at prices within the reach of your family's budget.

G-E RADIO-PHONOGRAPHS are all new and greatly improved. Available in many sizes and styles—each a precision instrument as well as an outstanding and beautiful piece of furniture craftsmanship.

G-E electronic reproduction means a realism and a tonal quality from both radio and phonograph such as have not been equaled in the past.





Cleaning Your Home . . . *Electrically*

THE G-E CLEANER means a new ease in house cleaning.

Beautifully designed and durably constructed. Light and easy to carry. No radio interference. Adjustable, motor-driven brush, two-speed permanently lubricated motor, toe-tip nozzle adjustment, and spotlight for good working visibility. Attachments are available for all "above-the-floor" cleaning requirements.

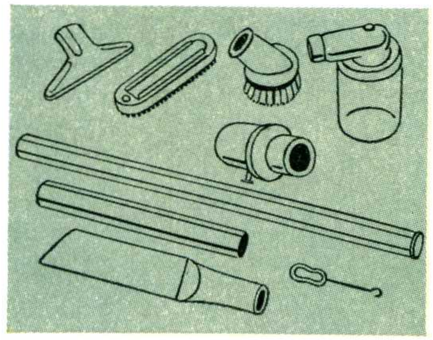
THE G-E AIRFLO CLEANER is the new tank-type cleaner, complete with attachments for *all* cleaning requirements.

The Airflo is a truly versatile cleaner. It will not only do a beautiful job on your carpets—but simplifies the cleaning of upholstery, drapes, floors, stairways, mattresses — almost every cleaning job in the home.

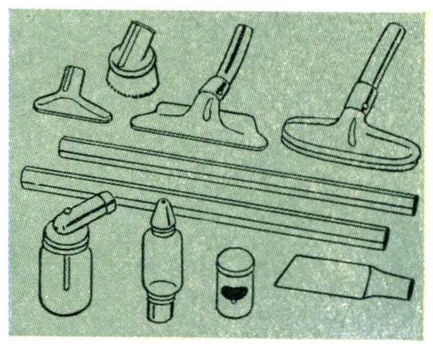
THE G-E HAND CLEANER has the same effective cleaning action as that found in G-E standard models.

Motor-driven brush. This little machine is a fine companion to any standard floor cleaner—specially designed for convenience in cleaning upholstery and draperies.

STANDARD ATTACHMENTS



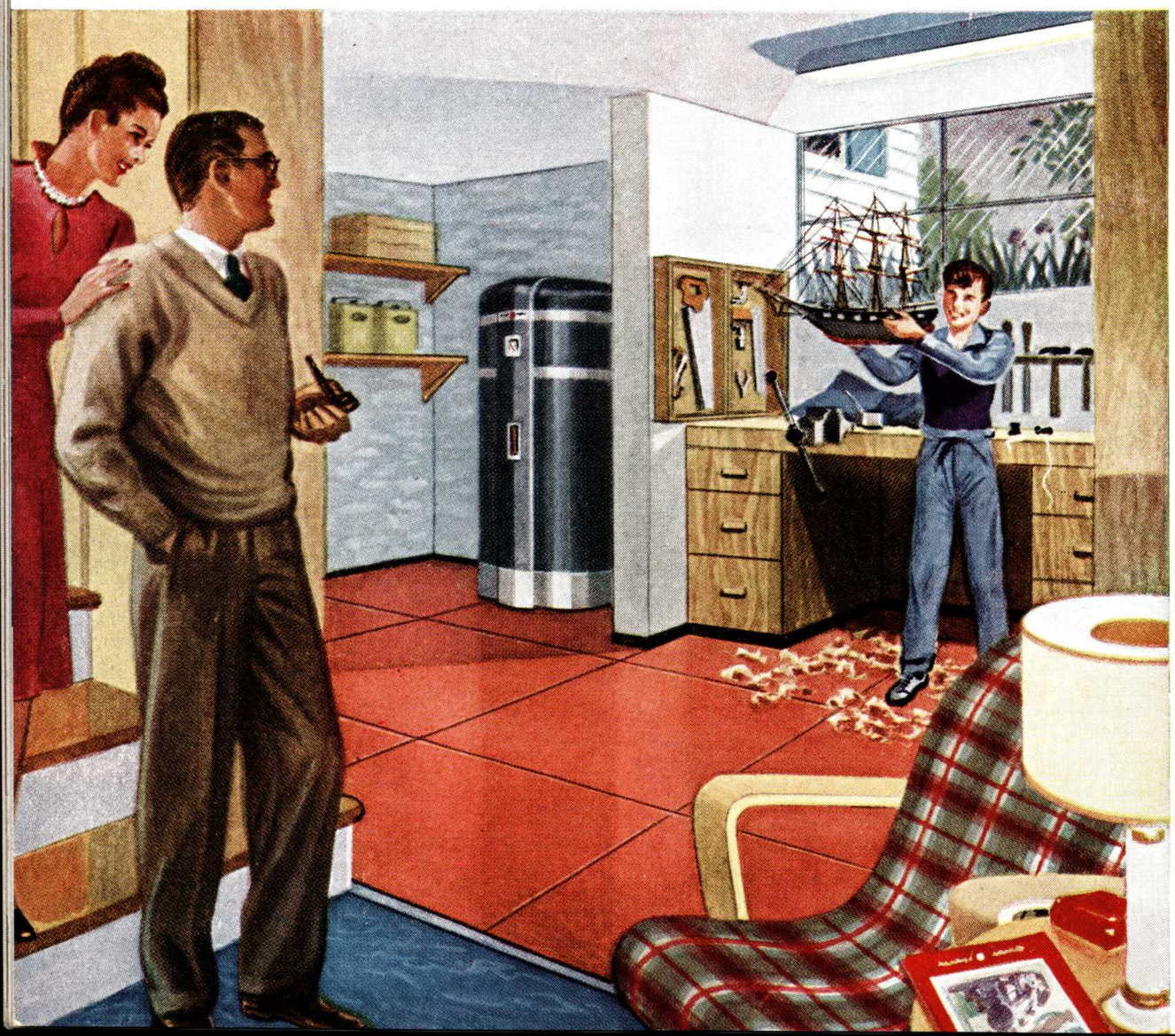
AIRFLO ATTACHMENTS



Planning Your Basement. . . Electrically

Only a very few years ago it was not customary to show guests into your basement.

It represented the shabby side of the home. Its major purpose was to house the furnace and fuel—and it was almost impossible to keep it clean. Whatever extra space it contained was of limited value.



But today, whether you are building a new home or are modernizing an old one, you can make real use of all basement space. In your new electric home there will be a minimum of dust and dirt. And you will need to sacrifice none of your living space to the problem of garbage and waste removal.

Only a small portion of your electric basement will be needed for the compact automatic-heating and air-conditioning equipment. Perhaps you will want your automatic electric water heater and home freezer located here as well.

None of this equipment will have to be concealed for appearance sake. Modern electric equipment is so handsomely styled as to add to both the appearance and livability of your basement rooms.

Thus, all of the space in your new basement can be *living* space—just as livable and just as comfortable as any other part of your new electric home.

Your electric basement can contain a hobby room or a home workshop, a party or rumpus room, a children's playroom, or a complete recreation center.

Plan your new basement around the activities of your family—and as a place for informal entertainment.

Plan the lighting of your basement to suit the uses which it will serve.

Lights at both the head and foot of stairs will assure greater safety. Stairway lighting, as well as one major basement fixture, should operate on multiple-control switches—from both upstairs and down, enabling you to keep a safe "path of light" ahead of you. These switches should also have pilot lights to indicate when basement and stairway lights are burning.

The Utility-Recreation Room

This delightful room demonstrates how pleasant your electric basement can be.

Attractive automatic-heating and air-conditioning equipment will occupy minimum space. The balance can be planned to suit the interests of every member of your family. All indoor activities —such as dancing, games, a photographic darkroom, an all-year, indoor flower garden—are but a few of the many delightful things you can plan for the basement of your new electric home.

Planning Your Garage. . . Electrically

Your garage should be planned as carefully as any other part of your home.

Decide upon the uses you are going to make of your garage and suit the lighting—both interior and exterior—to these uses.

Outlets for such tasks as vacuum cleaning the car upholstery, for other appliances, and for electric tools, should be carefully planned.

The doors of the garage should be electrically operated. They can be automatically controlled by an electric eye, from the dashboard of your car, or by a locked switch.

You will want a home battery charger. Plan a convenient place for it where it can be easily connected to the car battery for overnight recharging.

Be certain that your garage is roomy enough to simplify driving in and out, and for working on the car. Plan a good workbench, properly lighted and equipped with outlets.

The primary purpose of your garage is to shelter your car—but do not forget that this space serves many other purposes.

Plan your garage as an efficient dual-purpose room or building. Instead of a workbench, it can include a complete home workshop—an ideal place to work undisturbed at hobby activities with the help of electric power tools.

Or, if your hobby is gardening, you can use the space for a small greenhouse, wired for the use of electric soil-heating equipment. This equipment will work wonders in controlling plant growth and in producing vigorous, uniform young plants.

You have a very wide choice of special uses for your extra garage space. You can combine the building with a children's playhouse—or if it is to be connected to the house by a breezeway, this would make an excellent location for the electric laundry.

By planning your garage electrically, you can increase the living space of your new home.

Planning Exterior Lighting

This far your new electric home has been planned as all successful homes must be planned, and few homes are planned—from the inside out.

You will live inside your home—but you will want to give much careful thought to the exterior. You will want it to be beautifully designed, well finished, and carefully landscaped.

Yet all of this exterior planning will be useless at night unless it also includes electrical planning.

Carefully planned exterior lighting will add a great deal to the utility of your home as a whole—as well as bringing an extra sense of safety and security to your family. And a well-lighted exterior is a symbol of welcome to your guests—assuring them that they need never arrive in inhospitable darkness.

You should provide a helpful "path of light" between your house and your garage to facilitate taking the car in and out at night. This can be accomplished simply and inexpensively through the use of projector lamps.

A lighted house number should identify your home at night. Your porch or entrance light should reveal the beauty of the entrance, welcome the visitor, and enable you to identify the visitor.

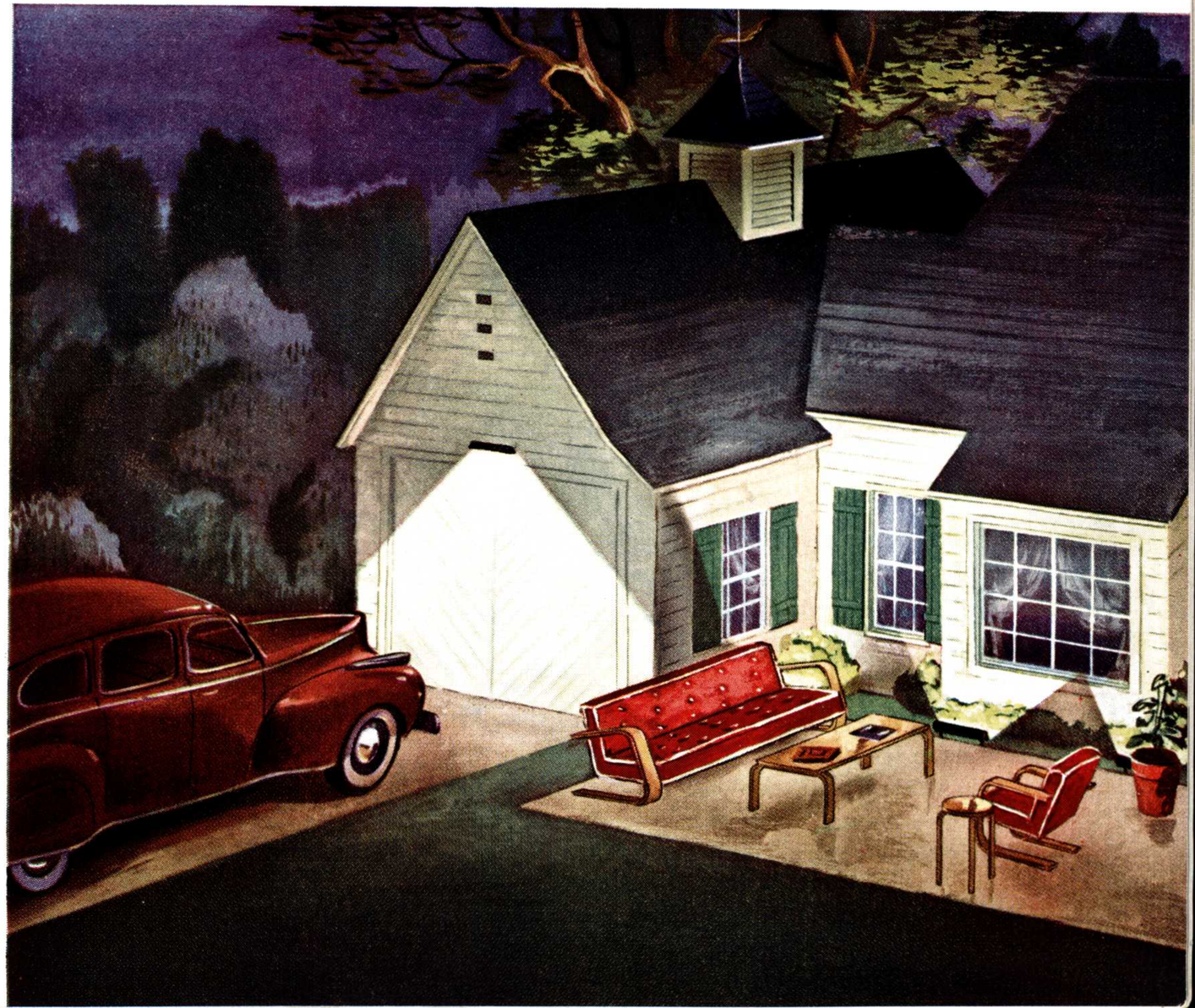
If you are planning to have a terrace, you will want it properly lighted for outdoor meals and summer evenings.

You can wire your gardens or grounds for decorative or floodlighting at a very small cost—enabling you to enjoy outdoor living after the sun has gone down—and adding a beauty to your home which will make it one of the show places of the community.

A master switch, located at any convenient point inside the house, can control all exterior lights for possible emergencies.

Exterior garage lights should operate from a multiple-control switch in the house—and your porch lights from a multiple-control switch in the garage.

Your exterior electrical planning should also include weatherproof outlets. They will prove useful for decorative Christmas lighting, special festive lighting, and the use of power tools.



Heating
Your Electric Home

The heating system of your new or modernized home must be included in your basic planning. The ducts or pipes within the walls are almost a part of the structure itself.

No other element in your home can provide more genuine comfort than a good automatic heating system—properly planned and correctly installed. And no other element can cause more discomfort than a poor heating system.

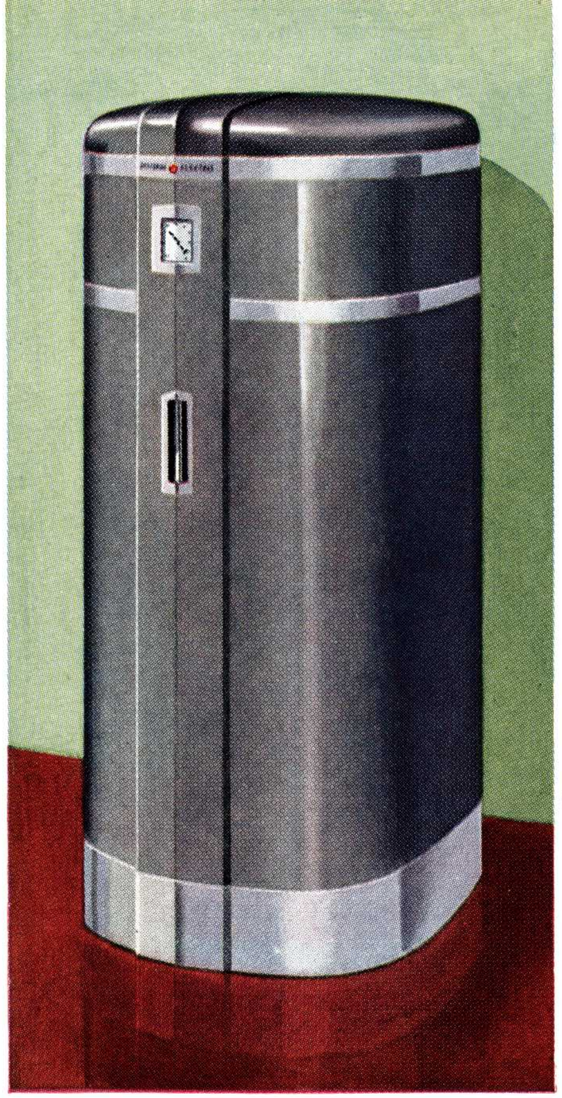
Few things are more difficult to change. The complete remodeling of an old heating system is a major operation—and you will never need do it if you start by planning wisely.

You will want modern automatic heat for comfortable living from summer to summer. A little warmth for early fall evenings—plenty of heat for the cold winter months—and enough to brush aside the damp cold of early spring. You will want temperatures for friendly comfort during the day and evening—less for a good night's sleep. And *completely* automatic—controlled by clock and thermostat—so that you need seldom give it a thought.

Your choice of fuel—coal, oil, or gas—must be based on economy, convenience, and availability.

Your choice of the type of heating system—warm air, or radiators for steam or hot water—depends on your geographical location, the setting and exposures of your building lot, and your type of house.

Steam and hot water are very popular in some sections of the country, and for homes in which complete air conditioning is not planned. But a good modern warm-air system will provide something more than just heat. It will give you complete winter air conditioning at no extra cost.



THE G-E OIL-FIRED BOILER will deliver steam or hot water within three to five minutes after room thermostat calls for heat.

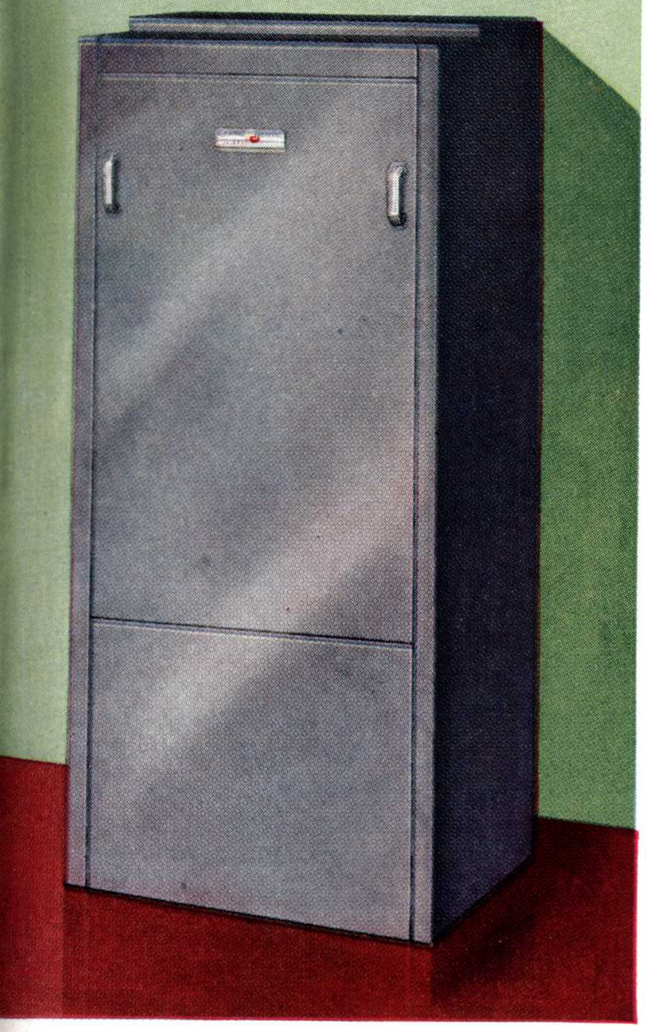
Compact and automatic—for steam or hot water systems. Many mechanical features—for efficient operation and real economy. Supplies year 'round hot water.

THE G-E GAS-FIRED BOILER is designed to capitalize the many advantages of gas as a fuel.

It is automatic, and is suitable for all types of radiator systems. Pressure regulator maintains constant gas pressure for complete combustion—an important factor wherever gas costs must be considered.

THE G-E CONVERSION OIL BURNER is a compact, packaged unit with the same outstanding design features as those of the G-E oil-fired boiler.

Enables owners to convert their present heating plants to automatic oil heat.

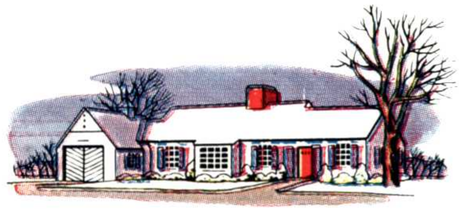


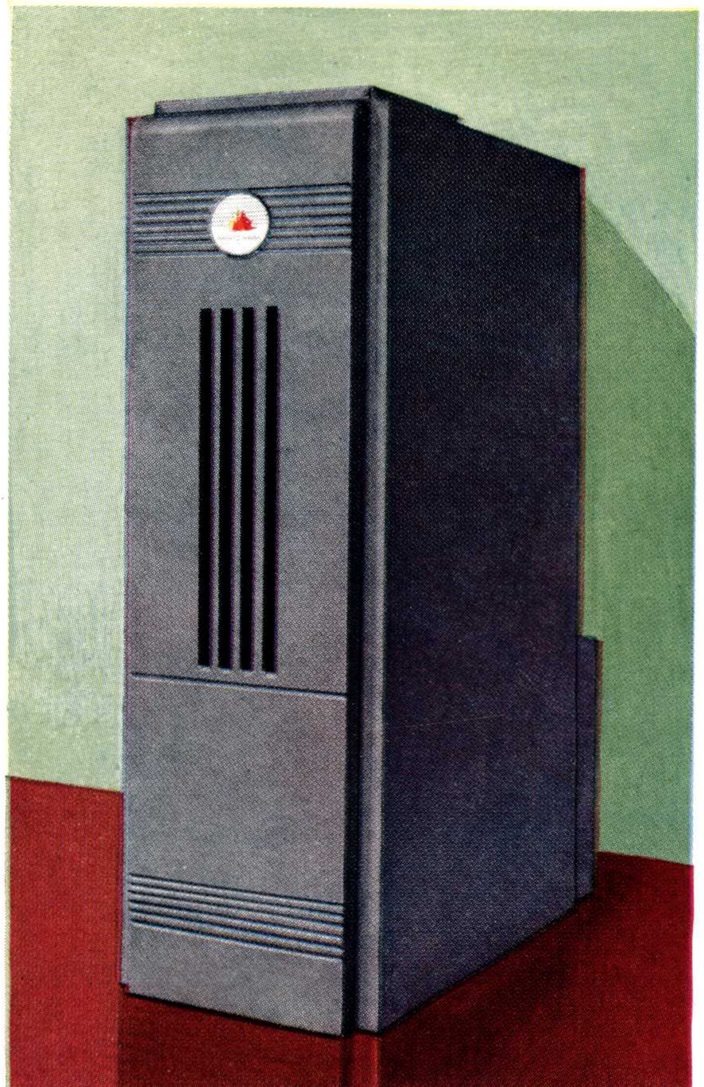
THE G-E OIL-FIRED WARM AIR CONDITIONER adds to automatic heat the advantages of humidity control and filtered-air circulation—complete winter air conditioning.

Is compact and attractive—in models for small, medium, or large homes. Heat Trap, Flame Detector, Master Control, and other exclusive features assure reliability, safety, and economy.

THE G-E GAS-FIRED WARM AIR CONDITIONER heats, cleans, humidifies, and circulates air—automatically.

It is a compact, self-contained unit, factory-wired for quick and simple installation. Available in various models for any size home—all soundly designed for economical gas consumption.





Air Conditioning Your Electric Home

Winter air conditioning means:

CONTROL OF TEMPERATURE— by heating;

CONTROL OF HUMIDITY— by adding healthful moisture to relieve the harsh dryness of winter air;

CLEANLINESS— by filtering out dust and dirt;

CIRCULATION— by gentle movement of conditioned air through the home.

If you plan in advance, the later addition of full summer air conditioning will be a simple and an inexpensive matter. If the ducts which carry your warm winter air are large enough and properly insulated, they can also carry your cool summer air.

The addition of a cooling unit, with minor accessories, will provide complete summer air conditioning:

CONTROL OF TEMPERATURE— by cooling;

CONTROL OF HUMIDITY— by removing excess moisture;

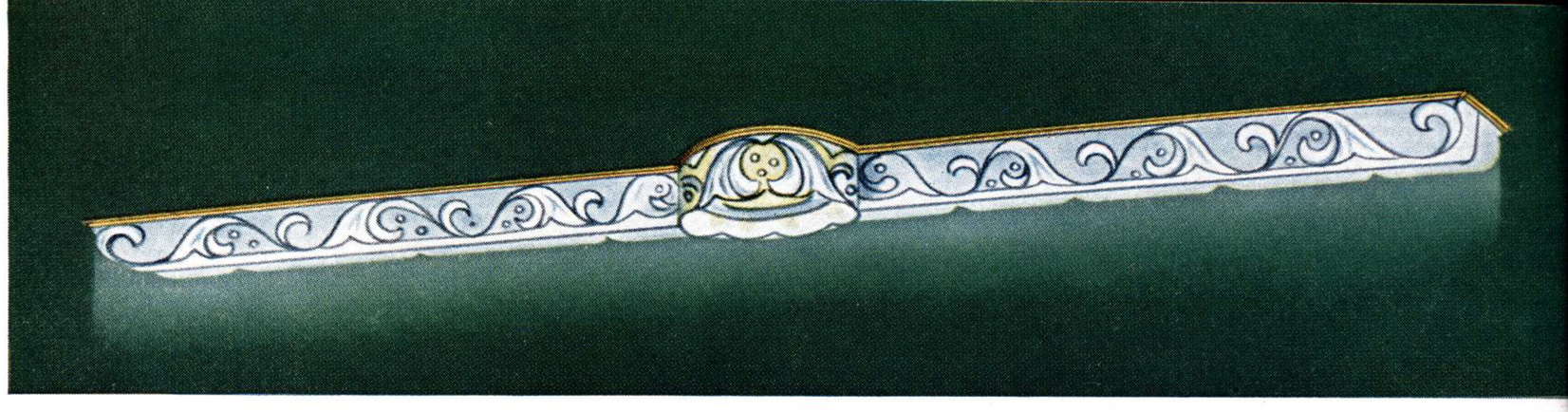
CLEANLINESS— by filtering out dust, dirt, and much annoying pollen;

CIRCULATION AND VENTILATION— by gentle movement of conditioned air through the home.

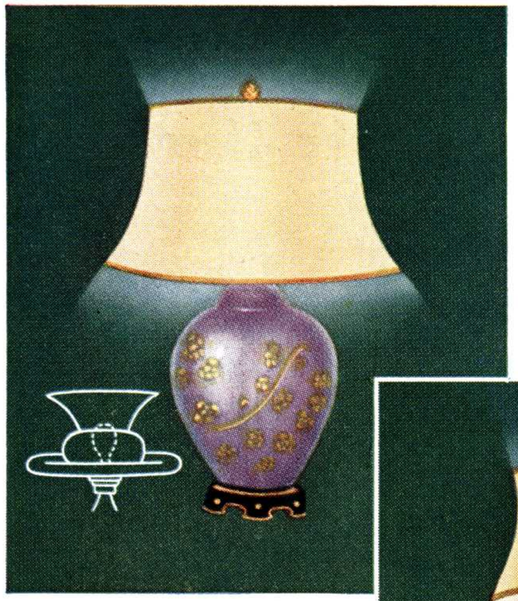
Your system can air condition the entire home, or one part of it. A single room can be cooled with a room air conditioner. With the advice of your architect, builder, and G-E dealer, you can decide what you need and want.

Your G-E dealer knows fuel costs and heating practices in your area. He knows equipment and has specialized knowledge of heating and air conditioning. Let him help you from the beginning of your planning.

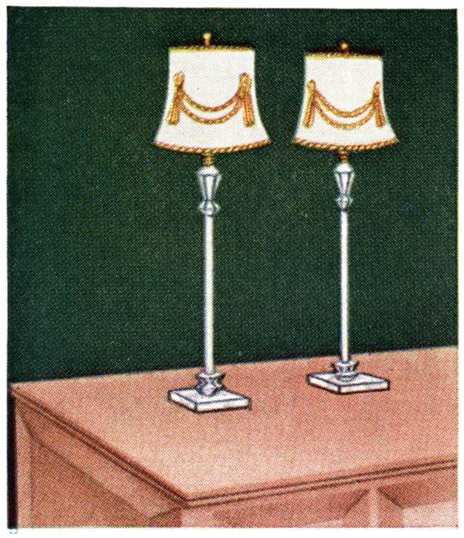
And . . . write for G-E's new fully illustrated book *The Answer Book on Home Heating.* Address: Air Conditioning Department, Section EHB, General Electric Company, Bloomfield, New Jersey.



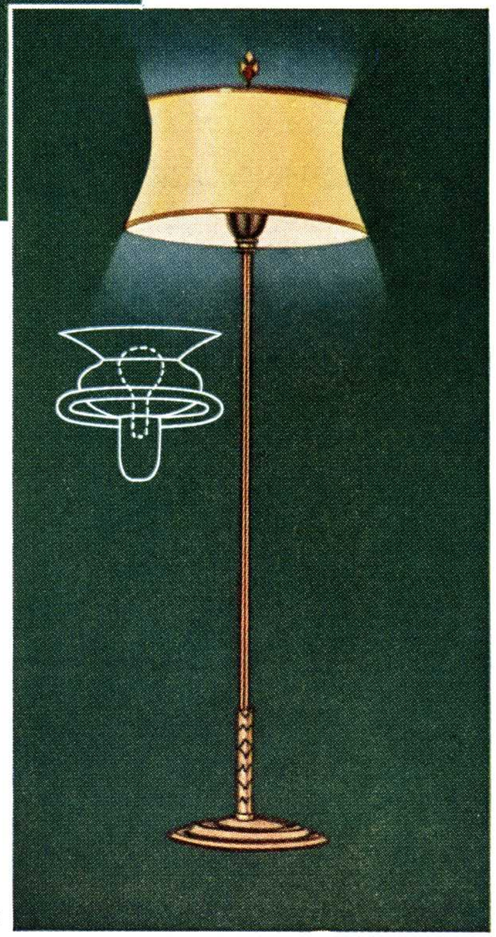
d



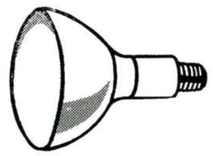
b



a

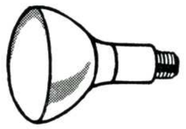


c

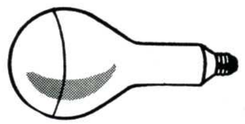


Sunlamp

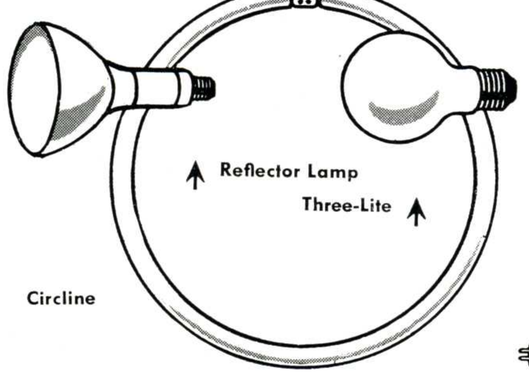
Inside Frost



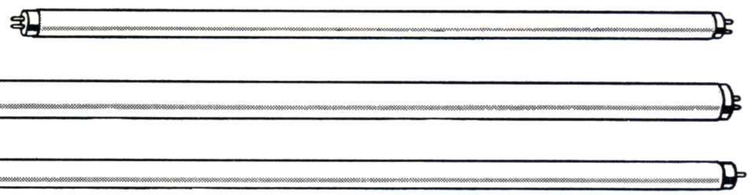
Heat Lamp



Silver Bowl



Circline



Top: *Germicidal*
Center: *Fluorescent*
Bottom: *Slimline*

Bring

Lighting possibilities for your new home are as far ahead of yesterday's lighting as the automatic washer is ahead of the backbreaking washboard.

Whether you are building or modernizing, all the major benefits of natural sunshine can be brought into your home with the newest fluorescent, filament, sun, heat, and germicidal lamps.

You can have sight-saving, nerve-soothing lighting everywhere you work, read, or sew.

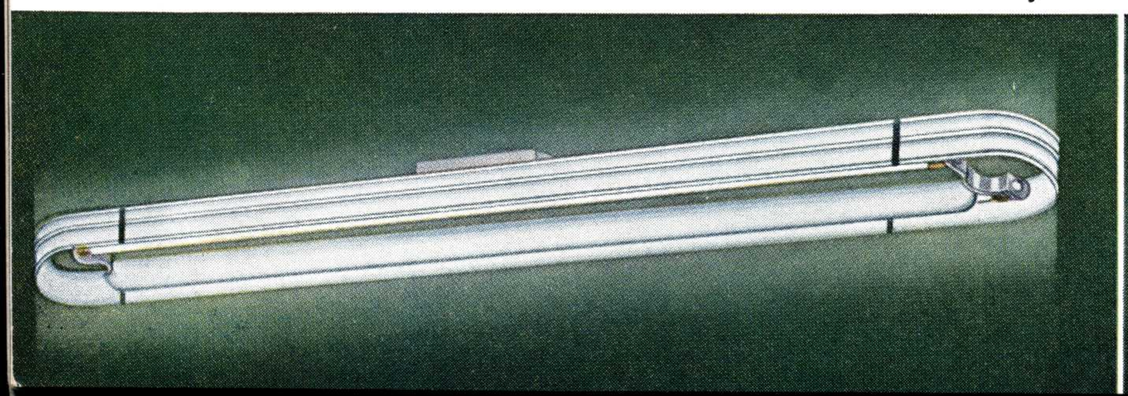
You can have beautiful lighting effects which will add charm to your home.

You can have vitamin-rich, health-protecting ultraviolet rays.

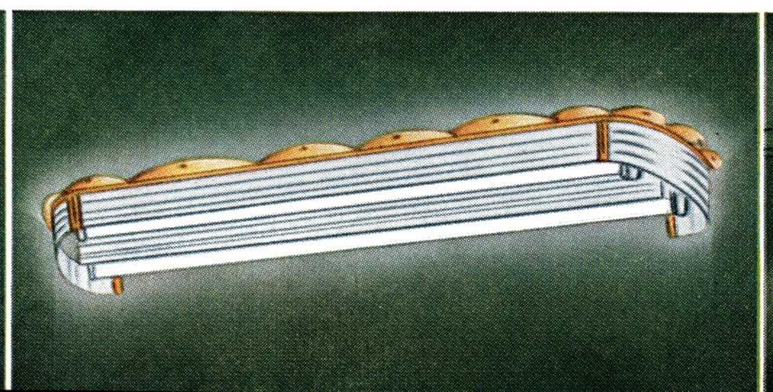
You can have air-disinfecting germicidal rays.

You can have pain-relieving infrared rays.

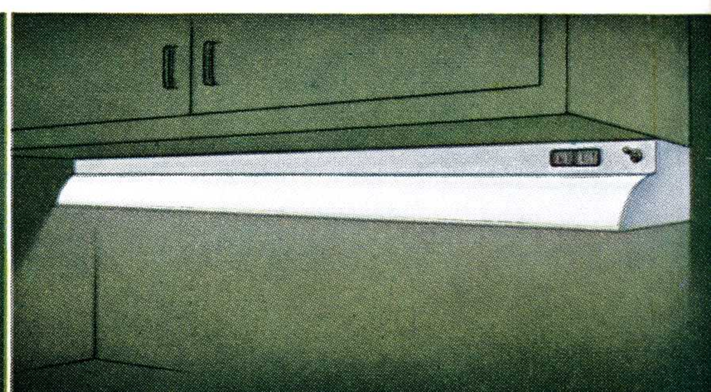
j



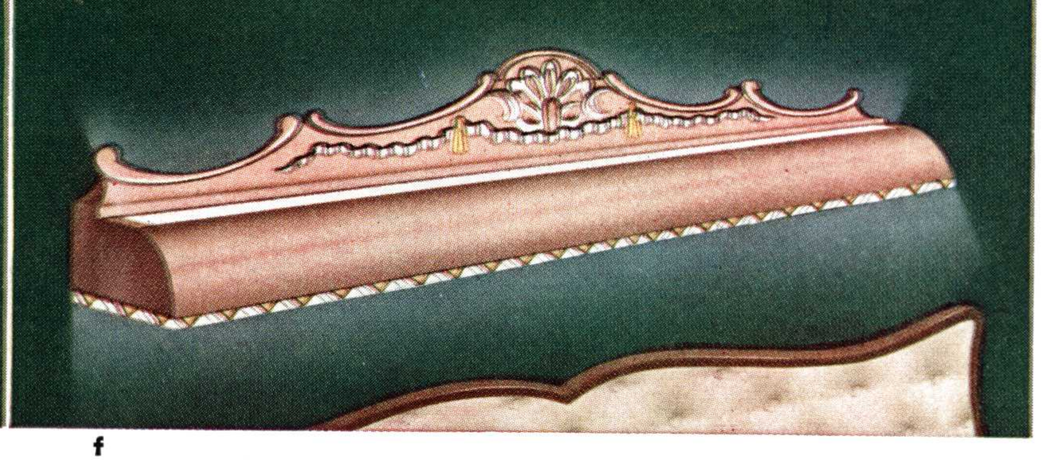
k



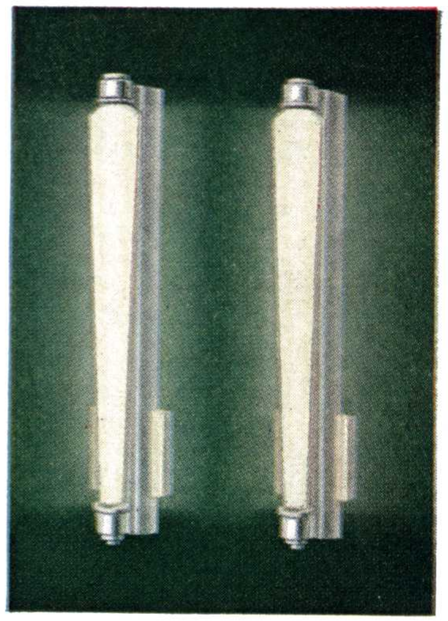
l



e



f



g

the Sun Indoors

On these pages are illustrated a number of types of home-lighting fixtures and lamps. They are not actual products of any manufacturer. They are *idea* sketches—to aid you in the selection of attractive and efficient lamps and fixtures which will *make yours a Sunshine Home.*

a. Dresser or dressing-table lamps certified to meet your seeing needs at bedroom or dressing-room mirrors.

b. and c. New certified floor and table lamps combining Circline fluorescent tubes and Three-Lite filament bulbs.

d. Ceiling fixture of shimmering decorated plastic provides lighting for the full length of room. One Circline tube is set in center, with double rows of Slimline tubes on either side.

e. Fluorescent window-cornice lighting provides charming effects, casting light upward to the ceiling, and downward over the drapery.

f. Fluorescent wall fixture over the head of the bed adds comfort and luxury to reading in bed.

g. Fluorescent tubes shielded with translucent plastic will give improved mirror lighting when placed at each side of bathroom mirror.

h. Circular mirror framed with shielded Circline tube for the most critical facial examination.

i. Dining-room fixture with Circline tube to diffuse light throughout the room, and a filament bulb to make silver, glass, and china sparkle.

j. Central kitchen fixture with 4-foot fluorescent tubes casts light effectively to every part of the room.

k. Plastic-shielded fluorescent tubes above your electric sink will banish all shadows from your work.

l. Modern fluorescent work light for use over kitchen work surfaces, range, or planning desk.

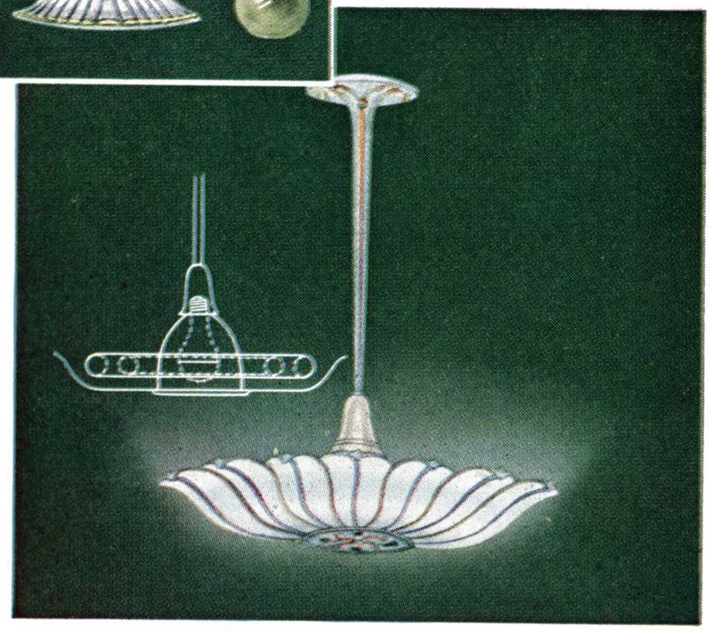
m. Tulamp fluorescent work light for laundry trays, ironer, or work benches.

n. An illuminated house number, instantly readable at night or day.

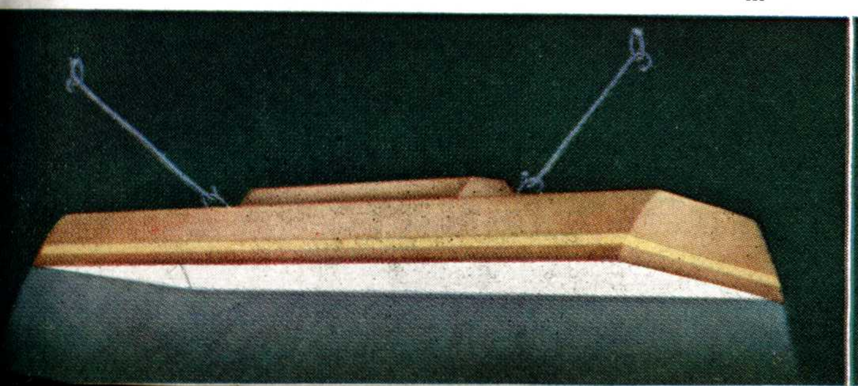
o. Decorative mantel light which will quietly dramatize your pictures.

p. and q. Recessed ceiling fixtures using silvered bowl lamps to provide soft down lighting for functional or decorative effects.

h



i



m

n

o

p q

AND THE MOST IMPORTANT PART OF YOUR PLANNING . . .

An Adequate Wiring System

You cannot expect to build a fine, permanent home on an inadequate foundation.

Nor can you expect to enjoy the complete benefits of electrical living unless you recognize that the ultimate success of all of your electrical planning will be dependent upon the wiring system you build into your new home.

This wiring will be hidden inside the walls of the house. Unseen, and highly technical, it is an easy thing to neglect.

Yet, if your wiring is planned and installed on yesterday's standards, it will not only limit the benefits, *but will substantially increase the costs* of electrical living.

Of course, you cannot possibly hope to plan your own wiring system —but you can ask your architect, contractor, or electrician each of these important questions:

Will our wiring system permit the installation of an electric range and water heater, either now or later?

Will our wiring system contain sufficiently heavy wire to permit our appliances to work efficiently?

Will our wiring system contain enough separate circuits to prevent the overloading of any one circuit?

Will our wiring system have enough outlets and switches for convenience and comfort?

Will our wiring system provide for possible future needs, without expensive additions and changes?

A good wiring system will do all of these things—and yet is inexpensive to install.

Carpentry and woodwork will represent about 34 per cent of the total cost of your new home. Plumbing and heating will represent about 17 per cent.

But a completely adequate wiring system can be built into your home for only 2½ to 3¼ per cent of the total cost.

Yet the value of the major elements—the value of the home itself—can be endangered by economizing on the cost of wiring. An extra $100 invested to make your wiring system completely adequate is one of the wisest ways to increase the value of your total investment.

Adequate Wiring Means Better Living at Lower Cost

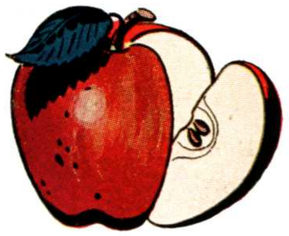
Just as you must have separate water pipes to supply enough water to your kitchen, laundry, and bath—you must have separate electrical circuits to supply enough current to the various rooms of your home.

And just as all of your water pipes must be large enough to provide a free flow of water—all of your electrical wires must be large enough to provide a free flow of electricity.

Disregarding either one of these factors means the overloading of electrical circuits.

If your lights blink when you switch on an electric iron—you are using an overloaded circuit.

Whenever you overload an electrical circuit, it will cause a drop in electrical pressure.



A 10 per-cent drop means—

Your heating appliances give 19 per cent less heat.

Your incandescent lamps give 30 per cent less light.

Your sunlamp gives 35 per cent less ultraviolet rays.

When a pressure drop occurs, appliances take longer to accomplish their tasks.

A 10 per-cent drop means—

Your waffle iron takes 25 per cent longer to make waffles.

Your percolator takes 35 per cent longer to make coffee.

Your toaster takes 60 per cent longer to make toast.

Remember you pay full cost for all this extra consumption of current.

Inadequate wiring means that you receive *less* and pay *more*.

Modernize Your Home . . . Add a Circuit

It is neither difficult nor expensive to bring the wiring system of your home up-to-date.

Often complete modernization is not necessary. The addition of one, or perhaps two, properly planned new circuits will probably require little re-wiring, and almost no fuss or muss.

New circuits, especially in the kitchen or laundry, will redistribute and lighten the load carried on your present circuits—increasing the efficiency and economy of all of your appliances.

In planning modernization be certain to check your needs for additional outlets and switches.

Your kitchen and laundry may need completely new outlet arrangements, planned for the new equipment in these rooms.

The General Electric Company has prepared three new booklets to aid you in solving your wiring problems:

Home Wiring Guide *Farm Wiring Guide*
Electrical Modernization Guide

Write to Dept. EHB, General Electric Co., Bridgeport, Conn.

The Importance of Quality Wiring

Whether you are building, buying, or modernizing, you should be certain that all wiring is done with quality materials.

The difference in cost between bargain wiring and that of the highest quality is an almost negligible percentage of total home cost.

Nowhere in your planning could you be more "penny-wise and pound-foolish" than in an attempt to economize in this manner.

And your best guarantee of *good* wiring is a *good* electrical contractor.

On these pages are illustrated a number of wiring devices—many for special-

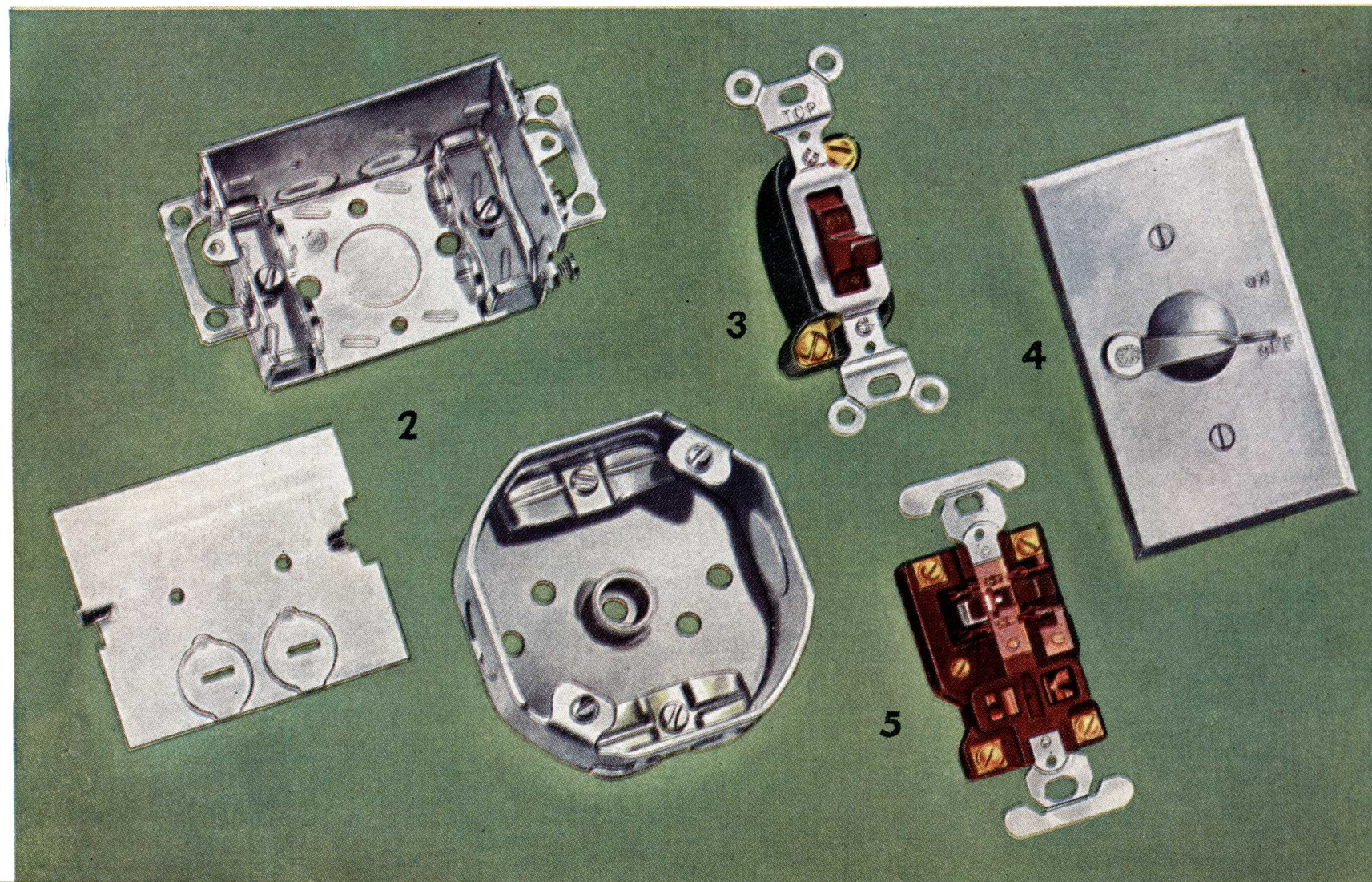
1. CABLES for interior wiring. The armor-covered cable is BX; the non-metallic covered cable is BraidX. Both, used for general home wiring, are sturdily constructed to eliminate danger from mechanical injury.

2. SWITCH and OUTLET BOXES to house outlets and switches within walls. These metallic boxes must be installed at every point where electricity is available for use.

3. SILENT SWITCH is especially recommended for bedrooms and nurseries where it is desirable to avoid the annoying click of a mechanical switch.

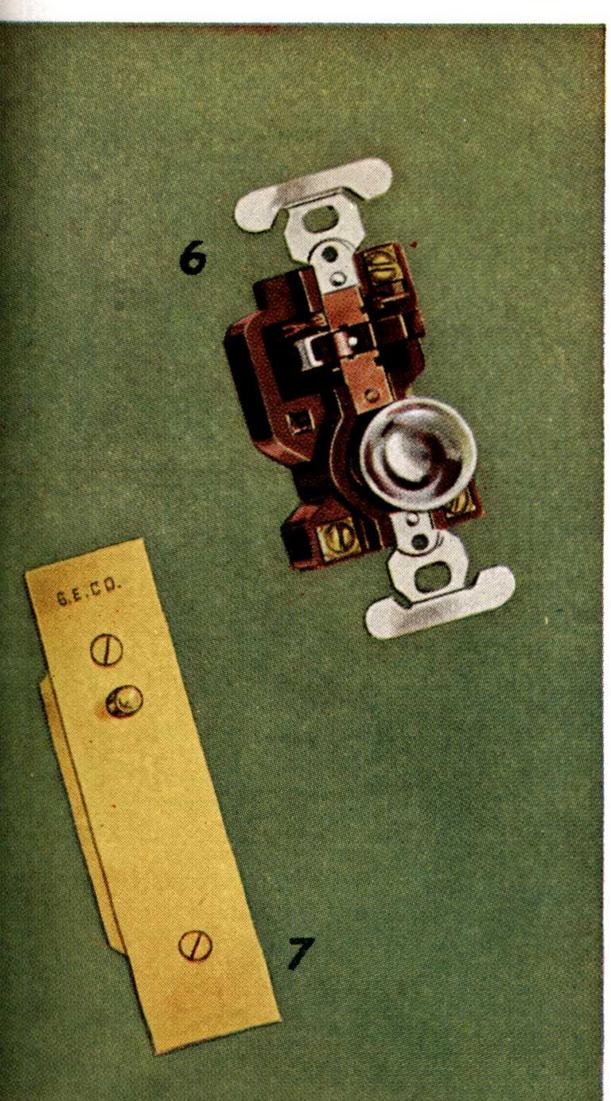
4. WEATHERPROOF SWITCH for use out of doors in locations where rain or moisture might affect the operation of a standard switch. The mechanism is effectively sealed against excessive moisture.

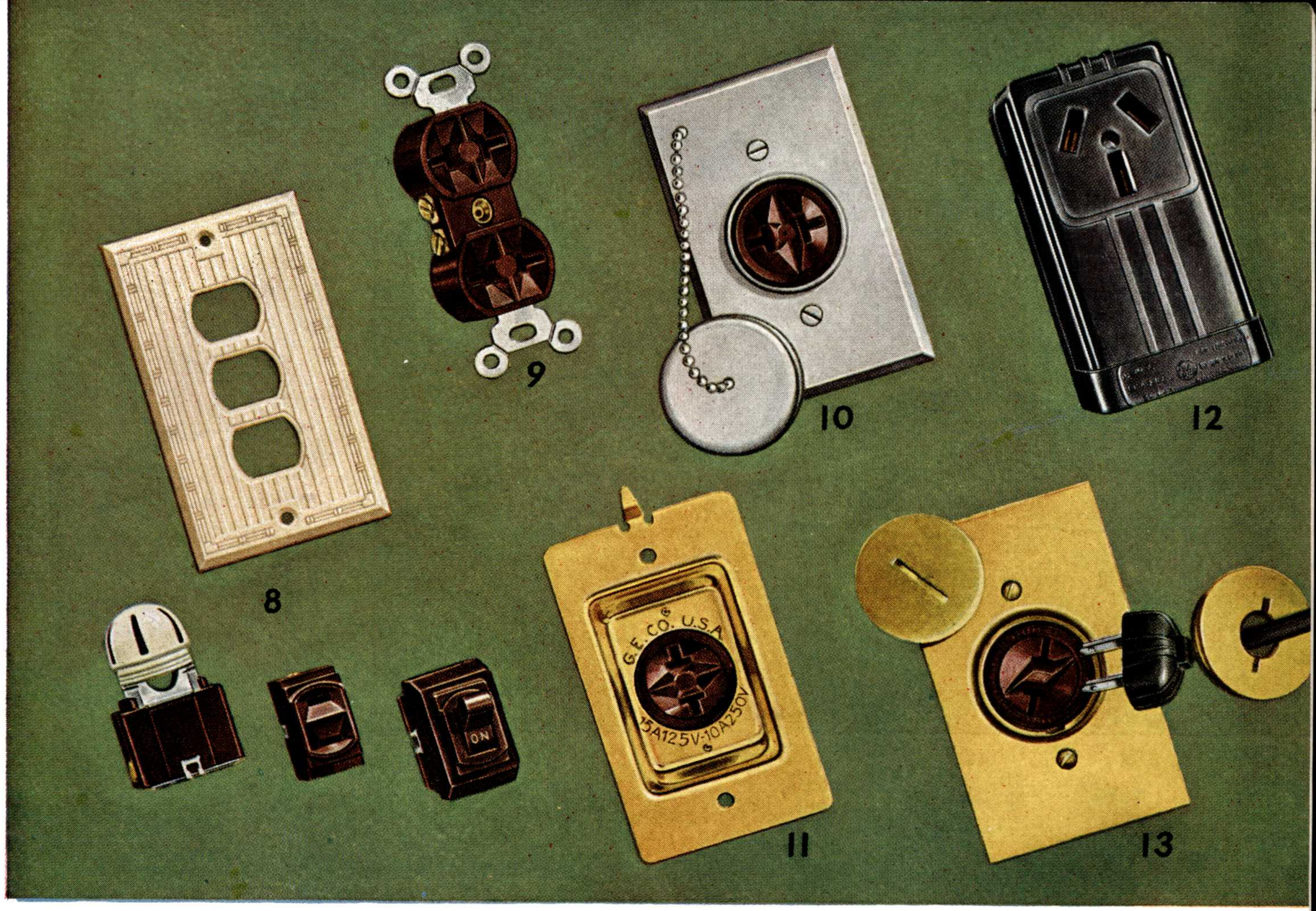
5. SWITCH AND OUTLET COMBINATION with switch controlling this outlet only. It is very convenient wherever portable appliances are used for temporary periods—such as a hand iron or heater.



ized uses. They will aid you in understanding what services you can expect from your new wiring system.

Installation of the proper types of outlets and switches can add much to the comfort of your electric home. Special outlets may be needed in many locations —a clock outlet on your kitchen and laundry walls—a mantel outlet for your electric living room clock—perhaps some outlets set high on the walls for electric fans.





6. SWITCH AND PILOT LIGHT COMBINATION for such locations as basement and attic entrances. Pilot light will indicate when lights on the circuit are burning.

7. DOOR SWITCH for closets, cabinets, and cupboards. Turns lights On and Off automatically with the opening and closing of the door. Installed in door jamb similar to door lock.

8. COMBINATION DEVICES to avoid the use of large switch boxes or large, unsightly wall plates. Any combination of three switches, outlets, or pilot light can be installed in a single wall plate.

9. CONVENIENCE OUTLET for use throughout the home. These outlets are double—for added utility—and are constructed for dependable, safe operation.

10. WEATHERPROOF OUTLET for exterior installation on terraces, porches, etc. Rain or excessive moisture cannot enter the mechanism.

11. CLOCK OUTLET with hanger to hold electric wall clock. Outlet is recessed to contain electric cord and permit clock to hang flush to wall.

12. RANGE OUTLET installed at location of range to permit easy disconnection or moving of range for cleaning purposes.

13. FLOOR OUTLET to be installed directly in the floor. Sets flush. Convenient for use at such locations as dining room table.

What About Costs?

You are planning your new home on a careful budget—because you know that there is little chance of real happiness in a home that becomes a financial burden.

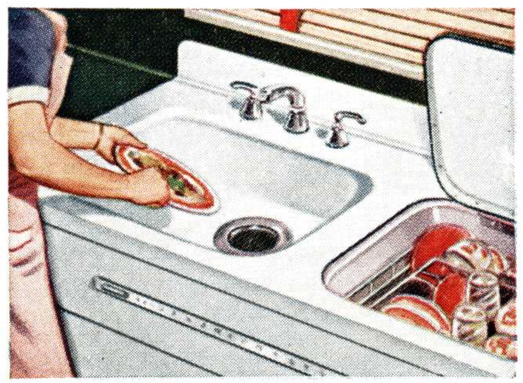
You would be delighted to have an all-electric home—but you ask yourself the question: "Can we afford it?"

More properly the question should be: "Can we afford not to have it?" For you can actually enjoy the wonders of electrical living *at a lower cost* than non-electrical living.

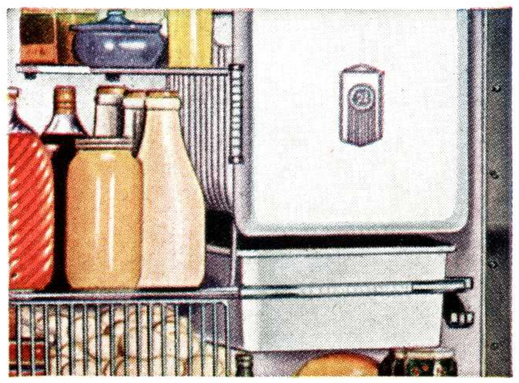
The true cost of your new home—or the cost of modernizing your present one—is more than just the purchase price. It is also the operating costs—fuel, electricity, upkeep, and repair—for all the years you will live in it.

Just Think! Your Family Can Enjoy *All* These Eight Services

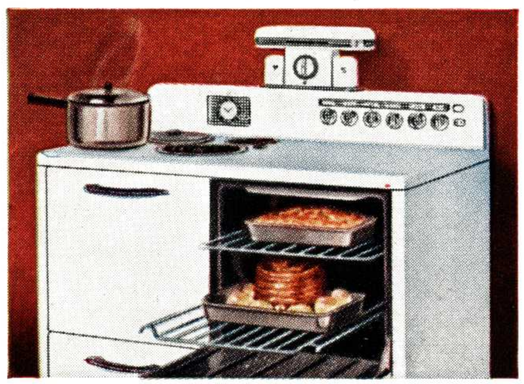
(for a family of four—based on



Operate the electric sink—both automatic dishwasher and Disposall—for average use for 7 days and . . . . . .



Operate a roomy 8-cubic-foot refrigerator for average use for 7 days and . . . .



Operate the automatic electric range for average use for 5 days and . . . . . .

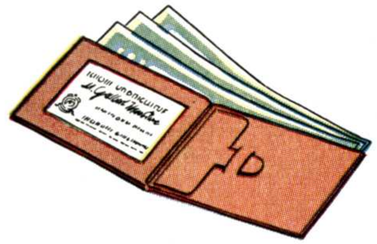
Operate the automatic flatplate ironer for average use for 7 days and . . . . . .

All of the original costs of your home—including your wiring system and major electrical equipment—can, in most cases, be covered by your mortgage, and will be paid for through your regular monthly payments over a period of years.

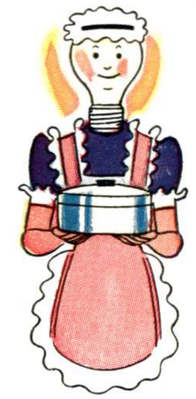
But the most important thing to remember is that the pocketbook which makes these monthly mortgage payments is the same pocketbook which must also pay the costs of operation and upkeep.

If you practice rigid economy on your original costs you may be able to save a few dollars a month on your mortgage payments—only to find in the end that you have increased your operating costs by double that amount or more.

The only really accurate way in which you can budget the costs of your new home is in terms of total monthly outlay—purchase price plus operating costs.



Every task in your new home will be accomplished by some form of energy. The cheapest and most efficient form of energy available today is electricity. Most electric power suppliers have rate scales highly advantageous to the large consumer. The more electricity you use, the lower the cost of each unit will be.



The more household tasks you turn over to this amazing servant—the smaller your total home operating costs will be.

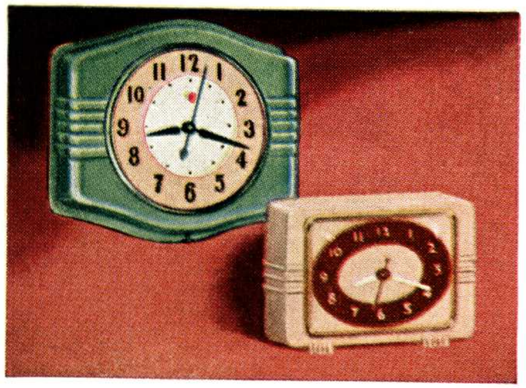
One additional caution should be given on costs. It is a very common mistake for home planners to budget insufficiently for their total costs—and find themselves forced, in the end, to cut down on the things which go into the home last. Frequently, they try to economize on electrical equipment.

Unless you can be certain that you are budgeting the initial costs of your new home with complete accuracy, you should make it a point to set aside a special reserve fund to guarantee proper electrical equipment, without which you cannot hope to enjoy tomorrow's better low-cost living.

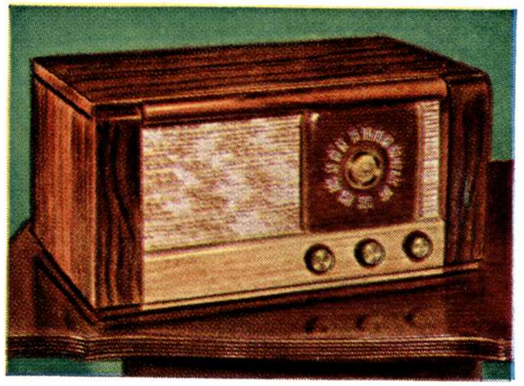
for Many Days for as Little as $1.00 Worth of Electricity

average national residential rate)

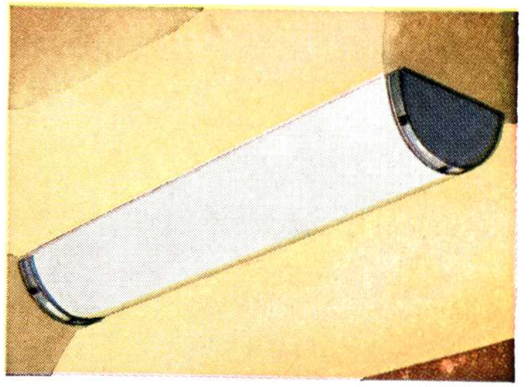
Operate the electric washer for average use for 7 days and . . . . . .



Operate two dependable electric clocks continuously for 7 days and . . . . .



Operate your radio or radio-phonograph for average use for 7 days and . . . .



Operate a kitchen lighting fixture with two 40-watt fluorescent lamps for average use for 7 days.

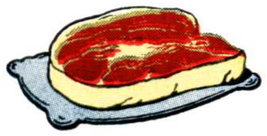
Good Electric Equipment Means . . .

DIRECT SAVINGS IN OPERATING COSTS:

Average Cost Per Month	With Conventional Equipment	With G-E Equipment	Saving
Heating (fuel cost—automatic as compared with non-automatic equipment)	$8.00	$6.00	$2.00
Refrigeration (operating cost)	1.50	1.00	.50
Cooking (operating cost and related expenditures)	3.05	2.40	.65
Dishwashing and Garbage Disposal (cleaning supplies and related expenditures)	3.25	.68	2.57
	$15.80	$10.08	$5.72

INDIRECT SAVINGS IN EVERYDAY LIVING:

Refrigeration . . . A good refrigerator permits quantity buying, use of food leftovers, and reduces food spoilage. These factors can reduce the average family's food bill by as much as $6.00 a month.



Cooking . . . The low cost and efficiency of electric speed cooking, reduced meat shrinkage, and lowered cleaning expenses can reduce the family's cooking costs by as much as $4.00 a month.

Time . . . Electrical housekeeping will literally shorten your working day by many hours. This increased freedom which it offers you either for work or leisure cannot be properly evaluated in money.

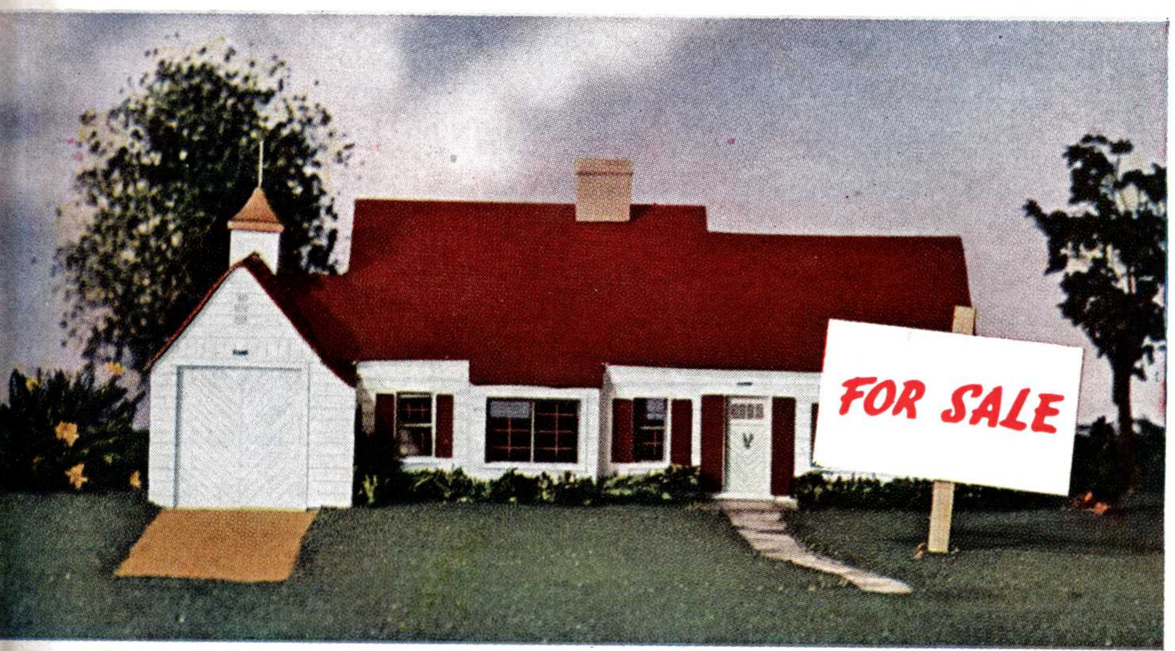
Cleaning . . . The absence of soot and dust—the extreme cleanliness of electrical living—reduces all cleaning expenses, including dry cleaning of draperies, upholstery, rugs, and clothing.

Domestic Help . . . The simplicity of housework in the electric home and the absence of drudgery reduce the need for domestic help—as well as enabling you to obtain and keep the best quality of help.

Upkeep . . . The use of high-quality equipment in your home means the elimination of many costly repair bills, as well as the reduction of all general upkeep costs to a minimum.

Health and Happiness . . . Your well-being and the well-being of your family are priceless. The possession of health and happiness will not only be guarded, but will be immeasurably increased by electrical living.

Protecting Your Investment



The building of a new home—or the complete modernization of an old home—is something which is done once in a lifetime.

It is probably the biggest investment you will ever make.

You must build for both today *and* tomorrow. Only by planning on today's very best standards can you hope to keep your home modern for tomorrow.

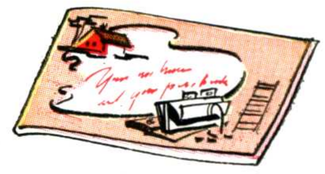
You are planning this home to live in. But you cannot afford to overlook its market value. Sometime in the future your work may require you to live in some other section of the country. Some unforeseen situation may require you ultimately to place your home on the market.

Remember that the factors which you build into your home for good living today are the same factors which will protect your investment for tomorrow.

It takes three things to complete a home. First, you need a good plan, assuring a pleasing exterior and a livable interior. Second, the construction itself must be done with good materials and expert workmanship. Third, the major equipment must be built in as a basic part of the house.

An all-electric kitchen, automatic heating and air conditioning, automatic electric water heating, a complete electric laundry, adequate wiring—these are the things which will make your home more livable and more salable many years from now.

For the detailed story of home operating costs, write for: *Your New Home and Your Pocketbook*, Home Bureau, General Electric Co., 1285 Boston Ave., Bridgeport, Conn.



. . . and to Help You Make

1,000 and 1 Other Decisions

Our business is electricity. We would not pretend to advise you about the architecture or interior decoration of your new home.

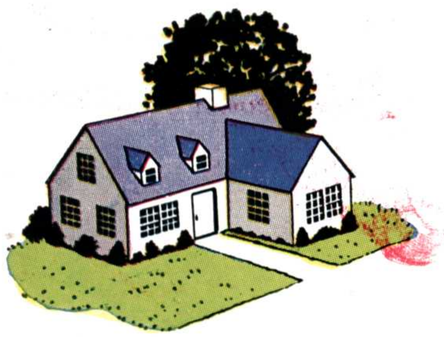
But because we are genuinely interested in this new home of yours, we want to help you with *all* of the many decisions you must make before your planning will be complete.

Every decision concerning your new home is important — from the time you choose the community in which you are going to live, until the last piece of furniture is in place in your finished home.

Here are some carefully selected books which will answer many of these important questions. Check them at your bookstore or library.

Also be certain to watch the national women's magazines which consistently publish articles offering expert advice on both period and modern designs in architecture and interior decoration, the selection of materials, color combinations, as well as garden planning.

GENERAL



Nelson, George and Wright, Henry. *Tomorrow's House*. New York: Simon & Schuster, 1945.

Rogers, Tyler Stewart. *Plan Your House to Suit Yourself*. New York: Charles Scribner's Sons, 1938.

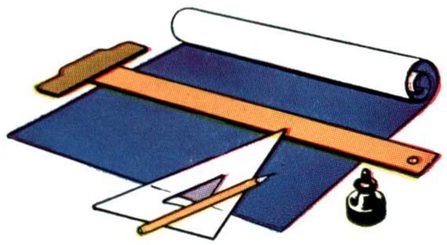
Townsend, Gilbert and Dalzell, J. Ralph. *How to Plan a House*. Chicago: American Technical Society, 1942.

ARCHITECTURE

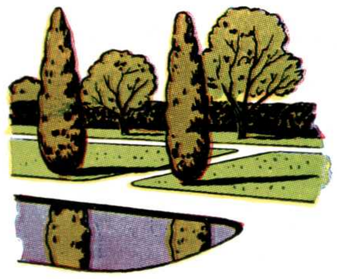
Field, Wooster Bard. *House Planning*. New York: McGraw-Hill Book Company, 1940.

Pickering, Ernest. *Shelter for Living*. New York: John Wiley & Sons, 1941.

Robinson, Thomas P. *Your Own House*. New York: Viking Press, 1941.



LANDSCAPING



Eberlein, Harold D. and Hubbard, Cortlandt V. *The Practical Book of Garden Structure and Design*. Philadelphia: J. B. Lippincott & Company, 1937.

Robinson, Florence Bell. *Planting Design*. New York: McGraw-Hill Book Company, 1940.

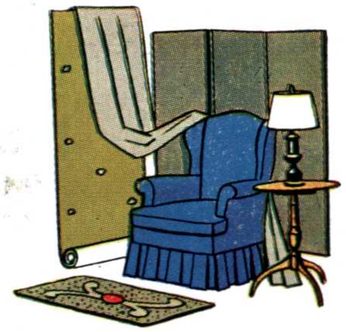
Steck, Harold Wallis. *Right in Your Own Backyard*. New York: G. W. Stewart, 1942.

INTERIOR DECORATING

Draper, Dorothy. *Decorating Is Fun*. New York: Doubleday, Doran & Company, 1939.

Gillies, Mary Davis. *Popular Home Decoration*. New York: Wm. H. Wise & Company, 1940.

Terhune, Florence B. *Decorating for You*. New York: M. Barrows & Company, 1944.



The General Electric Company

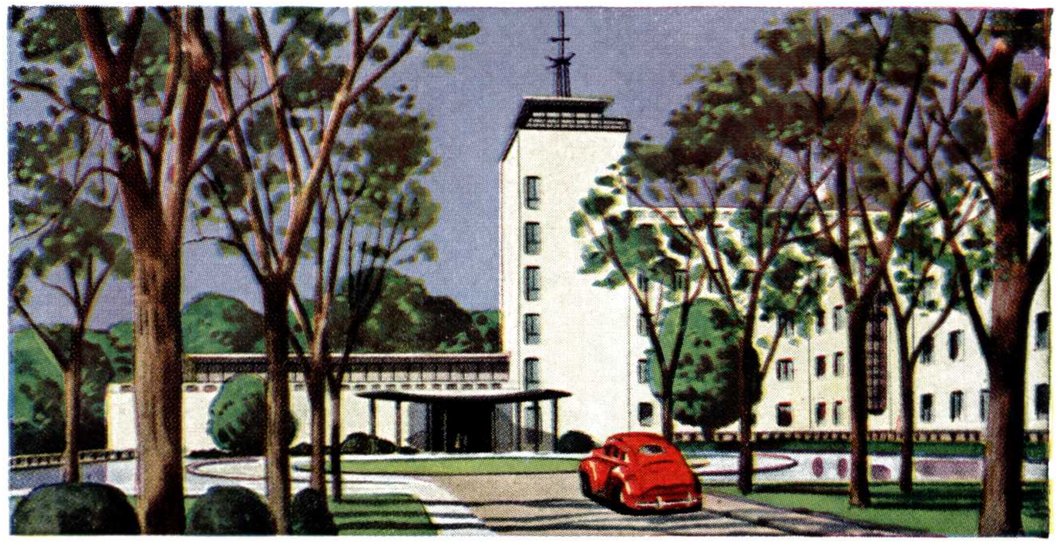
is the maker of the electric appliances most people want most.

For more than 60 years G-E has been a leader in research and manufacture in the fields of electronics, power, lighting, heating, air conditioning, and in instruments and controls for science and industry.

Such great names as Edison, Steinmetz, Thomson, Coffin, Emmet, Whitney, Rice, Langmuir—and many others, have been associated with the General Electric Company through its years of research pioneering and manufacturing achievement.

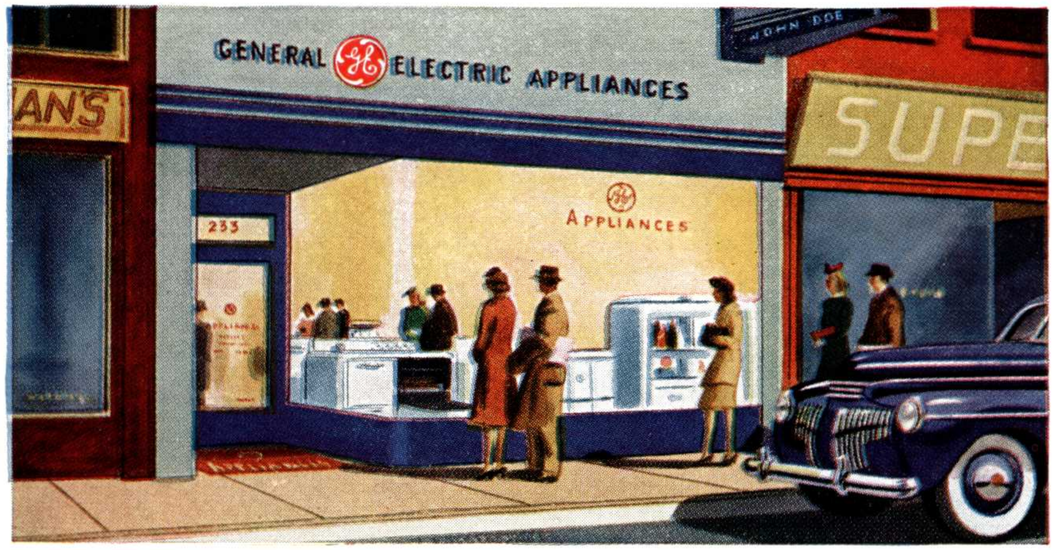
All of this vast experience has aided in the constant and remarkable improvement of the G-E appliances which go into your home.

Today, as a result of the accelerated experience which G-E has gained in the production of $2,000,000,000 worth of war equipment, advances in design and manufacture have been realized which otherwise would have taken many years of development.



An artist's conception of the new G-E Research Laboratory

Nationwide surveys have shown that 53 out of 100 housewives believe that G-E makes the best electrical appliances—reflecting the dependability of more than 30,000,000 G-E appliances which are already in service in American homes.



Your General Electric Dealer

was chosen to represent General Electric because of his reputation in your community.

Ask his opinion. He can help with your personal planning problems.

His wide experience should prove of great value in planning the details of your electric home. He will demonstrate appliances for you. He will supply you with expert advice on sizes and types of equipment, on costs and terms—on exact electrical planning to suit *your* home and *your* budget.

His reputation, coupled with that of the General Electric Company, is your best assurance of maximum value for every dollar invested.

Everything Electrical For Your Home

GENERAL ELECTRIC

398-1762

PRINTED IN U.S.A.
MANZ CORPORATION—CHICAGO